

# Childrenswear in Colombia

November 2023

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## Childrenswear in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

As children grow quickly, parents focus less on quality and more on price  
Comfort prioritised in childrenswear while trendy fashion in parental purchases becomes more influential  
Hand-me-downs become more prevalent in times of economic downturn

#### PROSPECTS AND OPPORTUNITIES

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