

# Womenswear in Argentina

November 2023

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## Womenswear in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Premium domestic brands gain ground despite worsening cost-of-living crisis  
Unseasonably warm winter subdues demand for jackets, coats and jumpers  
Regency Group takes over management of Zara in Argentina

#### PROSPECTS AND OPPORTUNITIES

Expansion of womenswear brands into other categories expected to continue  
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