

# Apparel Accessories in Portugal

November 2023

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## Apparel Accessories in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Modest growth as items suffer from being viewed as non-essentials  
The return of office-based work moderately stimulates demand for belts and ties  
Local brand Parfois retains its lead despite losing ground on the landscape

#### PROSPECTS AND OPPORTUNITIES

Apparel accessories suffer from its non-essential nature in an uncertain economy  
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Interest in sport is representing a growing opportunity for accessories

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