



Apparel and Footwear Specialists in Chile

March 2024

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Apparel and Footwear Specialists in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Independent players experience a difficult year
Multitiendas Corona revamps and leverages omnichannel strategy to remain on top
H&M expands and remodels flagship store

PROSPECTS AND OPPORTUNITIES

Continual arrival of international brands but local players to focus on slow fashion
Luxury, while niche, set to record important growth
Department stores and e-commerce to remain significant competitors to specialists

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Greater connection between digital and physical still needed
Local consumers are searching for innovation
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