

# Womenswear in Colombia

November 2023

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## Womenswear in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Enhancing sustainability in Colombian women's fashion choices becomes a priority  
Remote working loses popularity pushing women to seek workwear for their return to office life  
Price continues to be a deciding factor for women

#### PROSPECTS AND OPPORTUNITIES

Tourism continues to support industry growth over the forecast period  
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