

Brazil Apparel and Footwear Market Outlook to 2017 - Women Apparel and Upcoming Sports Events to Drive Future Growth

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Abstracts

The report titled “Brazil Apparel and Footwear Market Outlook to 2017 - Women Apparel and Upcoming Sports Events to Drive Future Growth” provides a comprehensive analysis of the various aspects such as the market size of the Brazil apparel and footwear industry, market segments in Brazil apparel and footwear market and future outlook of the industry. The report also covers the market shares of major players in Brazil.

Brazil apparel and footwear market, which is hugely driven by textile consumption, personal disposable income, cotton consumption and Brazil population, registered revenues of USD ~ million in FY’2012. The interlinked designing methods and fashion trends in the country have been steadily dissolving the difference between sports apparel, fitness wear, casual and active wear, which has changed the buying behavior of the target audience. Versatility, fashion, style and comfort have created a high demand for apparel and footwear which provide better performance and strong appeal in terms of style and looks. The Brazil apparel and footwear market has grown at a CAGR of 9.3% from USD 36,222.0 million in FY’2006 to USD ~ million in FY’2012.

The retail landscape of apparel and footwear space in Brazil has been majorly occupied by global apparel and footwear players which include Nike, Adidas, Geox and Puma. The major channel of distribution for apparels and footwear has been brick and mortar stores. Some major native players also have a strong presence in the market. These include Alpargatas, Vulcabras, Grupo Dass and others. Additionally, in the recent years, online portals have become an important channel of sales for apparels and footwear. Online portals have gained popularity, especially among the youth on account of considerable exposure to technology and the internet.

On the basis of native companies, Brazil apparel and footwear market has been closely dominated amongst three major players. These are Le Lis Blanc with a share of ~%, Arezzo with a share of ~% and CIA Hering with a share of ~% in 2012. Other native companies which include small scale manufacturers, local companies and entrepreneurs contributed ~% to the overall apparel and footwear market landscape in 2012.

The deluge of upcoming events such as the FIFA World Cup in 2014 and Olympics in 2016 will drive the demand of apparels and footwears tremendously. Along with aggressive sales of football related apparels and footwears, the revenues from the overall apparel and footwear market in Brazil are likely to witness a stupendous incline during the time of the world cup. Several manufacturers have already started preparations for the upcoming football world cup in terms of introducing new products and tweaking their marketing campaigns for the event. These activities are expected to intensify in the coming months and provide a significant impetus to the sales of athletic apparels and footwear in Brazil. Revenues from the apparel and footwear industry in Brazil are expected to expand to USD ~ million in FY'2017, growing with a CAGR of 20.1% from FY'2012 to FY'2017.

KEY TOPICS COVERED IN THE REPORT

The market size of Brazil apparel and footwear industry, market size of apparel market, market size of footwear market, market size men's apparel market, market size of women's market, market size of children's apparel market and market size of athletic apparel and footwear market.

Market segmentation of Brazil apparel industry on the basis of types of end user such as men, women, children and unisex.

Market segmentation of Brazil apparel industry on the basis annual household income of the Brazilian population.

Market segmentation of Brazil footwear industry on the basis of end user such as men, women and children.

Market segmentation of Brazil footwear industry on the basis of types of footwear, geographical distribution and age of the users.

Trends and Development in Brazil apparel and footwear industry.

Competitive landscape and detailed company profiles of the major players of apparel and footwear in Brazil.

Future outlook and projections of the apparel and footwear market in Brazil.

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