

# Apparel in Argentina

<https://marketpublishers.com/r/AEACD95FC4CEN.html>

Date: May 2013

Pages: 147

Price: US\$ 2,100.00 (Single User License)

ID: AEACD95FC4CEN

## Abstracts

The consumption boom from the last two years presented a promising business environment, despite the high inflation rates. 2011 managed to fulfil and go beyond the optimistic expectations from the previous year. Growing wages and improved social policies were the major drivers of the expansion in demand. Moreover, the presidential elections in 2011, as well as the football play-offs and rugby championship in 2012, sustained the positive mood amongst consumers. However, constant inflation,...

Euromonitor International's Apparel in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2008-2012 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2017 illustrate how the market is set to change.

**Product coverage:** Clothing, Footwear, Sportswear.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Apparel market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning."

## Contents

Executive Summary

Apparel Presents More Cautious Development in 2012

Strong Discounts Look To Counteract Price Increases of Above 20%

Luxury Brands Are Challenged To Bet on the Country, Leveraging Business Opportunities

Internet Sales Gain Consumers' Trust Within Apparel

Investment in Local Production and Retailing Promises Healthy Development

Key Trends and Developments

Apparel Industry Shows A Great Capacity To Adapt To the Changing Business Conditions in Argentina

Strong Discounts Prevent Consumption From Dropping

Chart 1 Banco Santander Río SA: 20% Super Miércoles Mujer in Alto Palermo Shopping, Buenos Aires

Leading Premium International Brands Say Goodbye To the Country, Whilst Others Decide To Invest

Chart 2 Vesubio SA: Lacoste in Solar de la Abadía Shopping, Buenos Aires

Chart 3 Mystique SA: Daniel Hechter in Solar de la Abadía Shopping, Buenos Aires  
the New Era of the Internet Is Coming To Argentina, Beyond Expectations

Apparel in Argentina Maintains Positive Prospects, With Major Investment  
Market Data

Table 1 Sales of Apparel by Category: Volume 2007-2012

Table 2 Sales of Apparel by Category: Value 2007-2012

Table 3 Sales of Apparel by Category: % Volume Growth 2007-2012

Table 4 Sales of Apparel by Category: % Value Growth 2007-2012

Table 5 Apparel Company Shares 2008-2012

Table 6 Apparel Brand Shares 2009-2012

Table 7 Sales of Apparel by Distribution Format: % Analysis 2007-2012

Table 8 Sales of Apparel by Category and Distribution Format: % Analysis 2012

Table 9 Forecast Sales of Apparel by Category: Volume 2012-2017

Table 10 Forecast Sales of Apparel by Category: Value 2012-2017

Table 11 Forecast Sales of Apparel by Category: % Volume Growth 2012-2017

Table 12 Forecast Sales of Apparel by Category: % Value Growth 2012-2017

Definitions

Sources

Summary 1 Research Sources

Adidas Argentina SA in Apparel (argentina)

Strategic Direction

## Key Facts

Summary 2 adidas Argentina SA: Key Facts

Summary 3 adidas Argentina SA: Operational Indicators

Company Background

Chart 4 adidas Argentina SA: adidas in Florida Street, Buenos Aires

Production

Competitive Positioning

Summary 4 adidas Argentina SA: Competitive Position 2012

Alpargata Saic in Apparel (argentina)

Strategic Direction

## Key Facts

Summary 5 Alpargatas SAIC: Key Facts

Summary 6 Alpargatas SAIC: Operational Indicators

Company Background

Production

Summary 7 Alpargatas SAIC: Competitive Position 2012

Cheeky SA in Apparel (argentina)

Strategic Direction

## Key Facts

Summary 8 Cheeky SA: Key Facts

Summary 9 Cheeky SA: Operational Indicators

Company Background

Chart 5 Cheeky SA: Cheeky in Solar de la Abadía Shopping, Buenos Aires

Production

Competitive Positioning

Summary 10 Cheeky SA: Competitive Position 2012

Internet Strategy

Cosas Nuestras SA in Apparel (argentina)

Strategic Direction

## Key Facts

Summary 11 Cosas Nuestras SA (Cardon): Key Facts

Summary 12 Cosas Nuestras SA (Cardon): Operational Indicators

Company Background

Chart 6 Cosas Nuestras SA (Cardon): Cardon in Galerías Pacífico Shopping, Buenos Aires

Chart 7 Cosas Nuestras SA (Cardon): Cardon in Solar de la Abadía Shopping, Buenos Aires

Production

Competitive Positioning

Summary 13 Cosas Nuestras SA (Cardon): Competitive Position 2012

Internet Strategy

Grimoldi SA in Apparel (argentina)

Strategic Direction

Key Facts

Summary 14 Grimoldi SA: Key Facts

Summary 15 Grimoldi SA: Operational Indicators

Company Background

Chart 8 Grimoldi SA: Grimoldi in Solar de la Abadía Shopping, Buenos Aires

Production

Competitive Positioning

Summary 16 Grimoldi SA: Competitive Position 2012

Internet Strategy

Las Blondas SA in Apparel (argentina)

Strategic Direction

Key Facts

Summary 17 Las Blondas SA (Rapsodia): Key Facts

Summary 18 Las Blondas SA (Rapsodia): Operational Indicators

Company Background

Chart 9 Las Blondas SA: Rapsodia in Galerías Pacífico Shopping, Buenos Aires

Production

Competitive Positioning

Summary 19 Las Blondas SA (Rapsodia): Competitive Position 2012

Internet Strategy

Nike Argentina SA in Apparel (argentina)

Strategic Direction

Key Facts

Summary 20 Nike Argentina SA: Key Facts

Summary 21 Nike Argentina SA: Operational Indicators

Company Background

Chart 10 Nike Argentina SA: Nike in Unicenter Shopping, Buenos Aires

Production

Competitive Positioning

Summary 22 Nike Argentina SA: Competitive Position 2012

Vestiditos SA in Apparel (argentina)

Strategic Direction

Key Facts

Summary 23 Vestiditos SA (Mimo & Co): Key Facts

Summary 24 Vestiditos SA (Mimo & Co): Operational Indicators

Company Background

Chart 11 Vestiditos SA: Mimo & Co in Solar de la Abadía Shopping, Buenos Aires  
Production

Competitive Positioning

Summary 25 Vestiditos SA (Mimo & Co): Competitive Position 2012

Internet Strategy

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 13 Sales of Childrenswear by Category: Volume 2007-2012

Table 14 Sales of Childrenswear by Category: Value 2007-2012

Table 15 Sales of Childrenswear by Category: % Volume Growth 2007-2012

Table 16 Sales of Childrenswear by Category: % Value Growth 2007-2012

Table 17 Childrenswear Company Shares 2008-2012

Table 18 Childrenswear Brand Shares 2009-2012

Table 19 Forecast Sales of Childrenswear by Category: Volume 2012-2017

Table 20 Forecast Sales of Childrenswear by Category: Value 2012-2017

Table 21 Forecast Sales of Childrenswear by Category: % Volume Growth 2012-2017

Table 22 Forecast Sales of Childrenswear by Category: % Value Growth 2012-2017

Trends

Competitive Landscape

Prospects

Category Data

Table 23 Sales of Clothing Accessories by Category: Volume 2007-2012

Table 24 Sales of Clothing Accessories by Category: Value 2007-2012

Table 25 Sales of Clothing Accessories by Category: % Volume Growth 2007-2012

Table 26 Sales of Clothing Accessories by Category: % Value Growth 2007-2012

Table 27 Clothing Accessories Company Shares 2008-2012

Table 28 Clothing Accessories Brand Shares 2009-2012

Table 29 Forecast Sales of Clothing Accessories by Category: Volume 2012-2017

Table 30 Forecast Sales of Clothing Accessories by Category: Value 2012-2017

Table 31 Forecast Sales of Clothing Accessories by Category: % Volume Growth  
2012-2017

Table 32 Forecast Sales of Clothing Accessories by Category: % Value Growth  
2012-2017

Headlines

Trends

## Competitive Landscape

Chart 12 Corporación Río Luján: Legacy in Florida Street, Buenos Aires

Chart 13 Cosas Nuestras SA: Cardon in Solar de la Abadía Shopping, Buenos Aires  
Prospects

## Category Data

Table 33 Sales of Men's Outerwear: Volume 2007-2012

Table 34 Sales of Men's Outerwear: Value 2007-2012

Table 35 Sales of Men's Outerwear: % Volume Growth 2007-2012

Table 36 Sales of Men's Outerwear: % Value Growth 2007-2012

Table 37 Men's Outerwear Company Shares 2008-2012

Table 38 Men's Outerwear Brand Shares 2009-2012

Table 39 Forecast Sales of Men's Outerwear: Volume 2012-2017

Table 40 Forecast Sales of Men's Outerwear: Value 2012-2017

Table 41 Forecast Sales of Men's Outerwear: % Volume Growth 2012-2017

Table 42 Forecast Sales of Men's Outerwear: % Value Growth 2012-2017

## Headlines

## Trends

## Competitive Landscape

Chart 14 Zara Argentina: Zara in Florida Street, Buenos Aires

Chart 15 Kowzef SA: Kosiuko in Galerías Pacífico Shopping, Buenos Aires

Chart 16 Las Blondas SA: Rapsodia in Galerías Pacífico, Buenos Aires

## Prospects

## Category Data

Table 43 Sales of Women's Outerwear: Volume 2007-2012

Table 44 Sales of Women's Outerwear: Value 2007-2012

Table 45 Sales of Women's Outerwear: % Volume Growth 2007-2012

Table 46 Sales of Women's Outerwear: % Value Growth 2007-2012

Table 47 Women's Outerwear Company Shares 2008-2012

Table 48 Women's Outerwear Brand Shares 2009-2012

Table 49 Forecast Sales of Women's Outerwear: Volume 2012-2017

Table 50 Forecast Sales of Women's Outerwear: Value 2012-2017

Table 51 Forecast Sales of Women's Outerwear: % Volume Growth 2012-2017

Table 52 Forecast Sales of Women's Outerwear: % Value Growth 2012-2017

## Headlines

## Trends

## Competitive Landscape

Chart 17 Banco Santander Río SA, Levi's in Galerías Pacífico Shopping - Florida Street, Buenos Aires

Chart 18 VF Argentina SA: Wrangler in Galerías Pacífico Shopping - Florida Street,



Buenos Aires

Chart 19 Kowzef SA: Kosiuko in Galerías Pacífico Shopping, Buenos Aires

Prospects

Category Data

Summary 26 Jeans by Price Platform 2012

Table 53 Sales of Jeans: Volume 2007-2012

Table 54 Sales of Jeans: Value 2007-2012

Table 55 Sales of Jeans: % Volume Growth 2007-2012

Table 56 Sales of Jeans: % Value Growth 2007-2012

Table 57 Sales of Men's Jeans: Volume 2007-2012

Table 58 Sales of Men's Jeans: Value 2007-2012

Table 59 Sales of Men's Jeans: % Volume Growth 2007-2012

Table 60 Sales of Men's Jeans: % Value Growth 2007-2012

Table 61 Sales of Women's Jeans: Volume 2007-2012

Table 62 Sales of Women's Jeans: Value 2007-2012

Table 63 Sales of Women's Jeans: % Volume Growth 2007-2012

Table 64 Sales of Women's Jeans: % Value Growth 2007-2012

Table 65 Jeans Company Shares 2008-2012

Table 66 Jeans Brand Shares 2009-2012

Table 67 Forecast Sales of Jeans: Volume 2012-2017

Table 68 Forecast Sales of Jeans: Value 2012-2017

Table 69 Forecast Sales of Jeans: % Volume Growth 2012-2017

Table 70 Forecast Sales of Jeans: % Value Growth 2012-2017

Table 71 Forecast Sales of Men's Jeans: Volume 2012-2017

Table 72 Forecast Sales of Men's Jeans: Value 2012-2017

Table 73 Forecast Sales of Men's Jeans: % Volume Growth 2012-2017

Table 74 Forecast Sales of Men's Jeans: % Value Growth 2012-2017

Table 75 Forecast Sales of Women's Jeans: Volume 2012-2017

Table 76 Forecast Sales of Women's Jeans: Value 2012-2017

Table 77 Forecast Sales of Women's Jeans: % Volume Growth 2012-2017

Table 78 Forecast Sales of Women's Jeans: % Value Growth 2012-2017

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 79 Sales of Underwear, Nightwear and Swimwear by Category: Volume 2007-2012

Table 80 Sales of Underwear, Nightwear and Swimwear by Category: Value 2007-2012



Table 81 Sales of Underwear, Nightwear and Swimwear by Category: % Volume Growth 2007-2012

Table 82 Sales of Underwear, Nightwear and Swimwear by Category: % Value Growth 2007-2012

Table 83 Sales of Men's Underwear, Nightwear and Swimwear: Volume 2007-2012

Table 84 Sales of Men's Underwear, Nightwear and Swimwear: Value 2007-2012

Table 85 Sales of Men's Underwear, Nightwear and Swimwear: % Volume Growth 2007-2012

Table 86 Sales of Men's Underwear, Nightwear and Swimwear: % Value Growth 2007-2012

Table 87 Sales of Women's Underwear, Nightwear and Swimwear: Volume 2007-2012

Table 88 Sales of Women's Underwear, Nightwear and Swimwear: Value 2007-2012

Table 89 Sales of Women's Underwear, Nightwear and Swimwear: % Volume Growth 2007-2012

Table 90 Sales of Women's Underwear, Nightwear and Swimwear: % Value Growth 2007-2012

Table 91 Underwear, Nightwear and Swimwear Company Shares 2008-2012

Table 92 Underwear, Nightwear and Swimwear Brand Shares 2009-2012

Table 93 Forecast Sales of Underwear, Nightwear and Swimwear by Category: Volume 2012-2017

Table 94 Forecast Sales of Underwear, Nightwear and Swimwear by Category: Value 2012-2017

Table 95 Forecast Sales of Underwear, Nightwear and Swimwear by Category: % Volume Growth 2012-2017

Table 96 Forecast Sales of Underwear, Nightwear and Swimwear by Category: % Value Growth 2012-2017

Table 97 Forecast Sales of Men's Underwear, Nightwear and Swimwear: Volume 2012-2017

Table 98 Forecast Sales of Men's Underwear, Nightwear and Swimwear: Value 2012-2017

Table 99 Forecast Sales of Men's Underwear, Nightwear and Swimwear: % Volume Growth 2012-2017

Table 100 Forecast Sales of Men's Underwear, Nightwear and Swimwear: % Value Growth 2012-2017

Table 101 Forecast Sales of Women's Underwear, Nightwear and Swimwear: Volume 2012-2017

Table 102 Forecast Sales of Women's Underwear, Nightwear and Swimwear: Value 2012-2017

Table 103 Forecast Sales of Women's Underwear, Nightwear and Swimwear: %

## Volume Growth 2012-2017

Table 104 Forecast Sales of Women's Underwear, Nightwear and Swimwear: % Value Growth 2012-2017

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 105 Sales of Hosiery by Category: Volume 2007-2012

Table 106 Sales of Hosiery by Category: Value 2007-2012

Table 107 Sales of Hosiery by Category: % Volume Growth 2007-2012

Table 108 Sales of Hosiery by Category: % Value Growth 2007-2012

Table 109 Hosiery Company Shares 2008-2012

Table 110 Hosiery Brand Shares 2009-2012

Table 111 Forecast Sales of Hosiery by Category: Volume 2012-2017

Table 112 Forecast Sales of Hosiery by Category: Value 2012-2017

Table 113 Forecast Sales of Hosiery by Category: % Volume Growth 2012-2017

Table 114 Forecast Sales of Hosiery by Category: % Value Growth 2012-2017

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 115 Sales of Footwear by Category: Volume 2007-2012

Table 116 Sales of Footwear by Category: Value 2007-2012

Table 117 Sales of Footwear by Category: % Volume Growth 2007-2012

Table 118 Sales of Footwear by Category: % Value Growth 2007-2012

Table 119 Footwear Company Shares 2008-2012

Table 120 Footwear Brand Shares 2009-2012

Table 121 Sales of Footwear by Distribution Format: % Analysis 2007-2012

Table 122 Forecast Sales of Footwear by Category: Volume 2012-2017

Table 123 Forecast Sales of Footwear by Category: Value 2012-2017

Table 124 Forecast Sales of Footwear by Category: % Volume Growth 2012-2017

Table 125 Forecast Sales of Footwear by Category: % Value Growth 2012-2017

Headlines

Trends

Competitive Landscape

Chart 20 Adidas Argentina SA: Adidas in Florida Street, Buenos Aires

Chart 21 Nike Argentina SA: Nike in Unicenter Shopping, Buenos Aires

Chart 22 Puma Argentina: Puma in Florida Street, Buenos Aires  
Prospects

Category Data

Table 126 Sales of Sportswear: Value 2007-2012

Table 127 Sales of Sportswear: % Value Growth 2007-2012

Table 128 Sportswear Company Shares 2008-2012

Table 129 Sportswear Brand Shares 2009-2012

Table 130 Sales of Sportswear by Distribution Format: % Analysis 2007-2012

Table 131 Forecast Sales of Sportswear: Value 2012-2017

Table 132 Forecast Sales of Sportswear: % Value Growth 2012-2017

## I would like to order

Product name: Apparel in Argentina

Product link: <https://marketpublishers.com/r/AEACD95FC4CEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AEACD95FC4CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970