

# Apparel in Chile

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## Abstracts

In the last five years (2007-2012) Chile experienced average annual deflation of 6% in apparel products, as the National Institute of Statistics show. To date the current decrease in prices adds up to -6.6%, and the cumulative one – from October 2011 to October 2012- is -8.8%. However, despite this steady deflationary trend, the market value of apparel did not decrease, but continues to increase. Lower prices and positive macroeconomic conditions encouraged consumers to increase their...

Euromonitor International's Apparel in Chile 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.

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Euromonitor International

April 2013

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