

# Clothing - Argentina

<https://marketpublishers.com/r/C22EEEB86C0EN.html>

Date: September 2009

Pages: 37

Price: US\$ 900.00 (Single User License)

ID: C22EEEB86C0EN

## Abstracts

For the first time since the end of the previous economic crisis in 2002, growth in sales registered a sharp slow-down in 2008, on account of internal political and economic problems that affected consumers' confidence. Sales in several areas of the country's interior were paralysed in early 2008 because of a conflict between farmers and the government. The global financial crisis affected the consumers' trust further in the fourth quarter of 2008 and early 2009.

Euromonitor International's Clothing 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 2004-2008 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 2013 illustrate how the market is set to change.

**Product coverage:** Childrenswear, Clothing accessories, Men's outerwear, Socks, stockings and tights, Underwear and nightwear, Women's outerwear.

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

### Why buy this report?

Get a detailed picture of the Clothing 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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