

# Retail Shifts in Latin American Fashion

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## Abstracts

Fashion sales in Latin America have surpassed pre-pandemic levels by 2022, driven mainly by price increases due to high inflation.

E-commerce grew strongly to become the second largest channel, but consumers in the region are still more inclined to buy fashion in-store.

Retail shifts enhanced the importance of strong omnichannel strategies to keep consumers engaged, challenging fashion brands and retailers to understand their renewed role, one that goes beyond the transactional aspect.

Euromonitor International's Retail Shifts in Latin American Fashion global briefing offers detailed strategic analysis of the global Personal Accessories market by pinpointing growth sectors and identify factors driving change. The report identifies leading companies and brands within the keenly contested, fashion-driven competitive landscape, trend developments, economic/lifestyle influences, seasonal patterns, market and distribution strategies. Forecasts illustrate how the market is predicted to develop between mature and emerging countries, threats facing the business as well as opportunities to be seized for further growth.

**Product coverage:** Bags and Luggage, Jewellery, Traditional and Connected Watches, Writing Instruments.

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

### Why buy this report?

Get a detailed picture of the Personal Accessories 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 worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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