

Sportswear in Argentina

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Abstracts

Import restrictions and capital controls have driven a number of international sportswear brands to withdraw from Argentina in recent years. Several of those that continue trading in the country meanwhile have attempted to mitigate the challenges posed by these government policies by licensing local companies to manufacture their products. For example, since 2021 KM Tex has been producing sports apparel and sports footwear under licence for brands such as Puma, Kappa, Umbro and New Balance at it...

Euromonitor International's Sportswear 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 2018-2022 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 2027 illustrate how the market is set to change.

Product coverage: Sports Apparel, Sports Footwear.

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

Why buy this report?

Get a detailed picture of the Sportswear 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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