

Tailoring Apparel to a New Latin America

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Abstracts

Over the next five years apparel strategy in Latin America will be more important than anywhere else in the world. With Brazil hosting the World Cup and Olympics back-to-back, leading sportswear brands will need to be at the top of their game. At the same time, a new and aspirational middle class has fuelled big opportunities for fast fashion brands positioned at premium prices. How well leading players engage with the tastes and demands of Latin Americans will determine who comes out on top.

Euromonitor International's Tailoring Apparel to a New Latin America global briefing offers an insight into to the size and shape of the apparel market, highlights buzz topics, emerging trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the clothing and footwear market - be they changes on the supply side, in channel dynamics, economic/ lifestyle /demographic influences or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

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 worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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- The Modern Face of Latin America
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