

Zara Brasil Ltda in Apparel and Footwear (Brazil)

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Abstracts

High import duties have forced Zara to position itself at the upper end of the market, in order to be able to command higher unit prices. Due to this, Zara is expected to maintain growth through store openings in the South and Southeast, where its premium positioning finds the biggest consumer market. However, the company will face stronger competition as international mass-market brands are yet to crack the Brazilian market.

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