

Apparel Retail in Brazil

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Abstracts

Apparel Retail in Brazil

Summary

Apparel Retail in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The apparel retail market is segmented into childrenswear, menswear, and womenswear. The market value represents retail sales.

The Brazilian apparel retail industry recorded revenues of \$27.0 billion in 2023, representing a negative compound annual growth rate (CAGR) of 4.1% between 2018 and 2023.

The womenswear segment accounted for the industry's largest proportion in 2023, with total revenues of \$13.7 billion, equivalent to 50.9% of the industry's overall value.

The industry growth in Brazil is attributed to fast fashion, ecommerce expansion, increased brand awareness, lifestyle changes, seasonal promotions and discounts, and marketing strategies of companies.

Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the apparel retail market in Brazil

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the apparel retail market in Brazil

Leading company profiles reveal details of key apparel retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Brazil apparel retail market with five year forecasts

Reasons to Buy

What was the size of the Brazil apparel retail market by value in 2023?

What will be the size of the Brazil apparel retail market in 2028?

What factors are affecting the strength of competition in the Brazil apparel retail market?

How has the market performed over the last five years?

What are the main segments that make up Brazil's apparel retail market?

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About

The Brazilian apparel retail industry is expected to maintain a strong level of growth from 2013 onwards, which will continue through to the end of the forecast period in 2017. Although the industry's growth is set to decelerate in its future projections, the positive growth in recent years has helped to lessen the degree of rivalry in the market.

With MarketLine's Apparel Retail in Brazil - Industry Profile you can analyse the forces influencing the market, the current values and volumes as well as the forecasts for the future, and the key financials of the leading companies in the Brazilian Apparel Retail Industry such as Guararapes Confeccoes SA, Lojas Renner SA, and Marison SA.

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