

Footwear in Brazil

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Abstracts

Footwear in Brazil

SUMMARY

Footwear in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The footwear market consists of the total revenues generated through the sale of all types of men's, women's and children's shoes. It includes all footwear categories for men, women, boys and girls, but excludes sports-specific footwear.

The Brazilian footwear market is expected to generate total revenues of \$7.1bn in 2018, representing a compound annual growth rate (CAGR) of 0.2% between 2014 and 2018.

The women's footwear segment was the market's most lucrative in 2018, with total sales of 3.6bn, equivalent to 50.3% of the market's overall value.

A downturn in the local economy and political turmoil from President Rousseff's impeachment resulted in limited access to credit for consumers, higher interest rates, and rising unemployment. Together with other unfavorable economic indicators, these conditions had a negative impact on demand for footwear. This, however, has proven to be a short-lived trend and the industry has

resurged as footwear's status as a necessity shields it from ongoing economic issues.

SCOPE

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

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

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

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

REASONS TO BUY

What was the size of the Brazil footwear market by value in 2018?

What will be the size of the Brazil footwear market in 2023?

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

How has the market performed over the last five years?

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

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