

# **South & Central America Workwear Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Product Type (Topwear, Bottomwear, and Coveralls), Category (Men, Women, and Unisex), End Use (Construction, Oil and Gas, Chemicals, Healthcare, and Others), and Distribution Channel (Wholesalers, Supermarkets and Hypermarkets, Specialty Stores, and Online Platforms)**

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## **Abstracts**

The South & Central America workwear market is expected to grow from US\$ 1,729.05 million in 2022 to US\$ 2,417.57 million by 2028. It is estimated to grow at a CAGR of 5.7% from 2022 to 2028.

### **Introduction of Stringent Government Regulation Fuels South & Central America Workwear Market**

The lack of knowledge regarding workplace safety and probable health hazards at workplaces among workers is a significant concern. To raise awareness regarding the same, many government and non-government organizations are introducing various programs and campaigns related to the health and safety of the workers. The government associations of various emerging economies such as Brazil are implementing worker safety regulations. Thus, the introduction of a stringent regulatory framework for the industrial sector is supporting the market growth in the region.

### **South & Central America Workwear Market Overview**

The South & Central America workwear market is segmented into Brazil, Argentina, and the Rest of South & Central America. The COVID-19 pandemic resulted in the expansion of the healthcare South & Central America workwear market in South America. For instance, the COVID-19 pandemic adversely affected the Brazilian population, which led to patient overflow in the hospitals and other public healthcare sectors. Brazil recorded more than 4.5 million cases of COVID 19 in September 2020. In April 2020, the National Health Surveillance Agency (ANVISA) issued a series of resolutions and announcements about COVID 19, that emphasized on the use of disposable hospital gowns as a part of personal protective equipment (PPE) kit to be used by healthcare workers at the COVID 19 centers. The PPE kit usually consists of a fluid-resistant or impermeable gown with long sleeves, which led to Brazilian artisans focusing on making protective gear to meet the high requirement of the country's pandemic situation, thereby bolstering the South & Central America workwear market growth.

Exhibit: South & Central America Workwear Market Revenue and Forecast to 2028  
(US\$ Million)

### South & Central America Workwear Market Segmentation

South & Central America workwear market is segmented into product type, category, end use, distribution channel, and country.

Based on product type, the South & Central America workwear market is segmented into top wear, bottom wear, and coveralls. The topwear segment held the largest share of the South & Central America workwear market in 2022.

Based on category, the South & Central America workwear market is segmented into men, women, and unisex. The men segment held the largest share of the South & Central America workwear market in 2022.

Based on end use, the South & Central America workwear market is segmented into construction, oil and gas, chemicals, healthcare, and others. The others held the largest share of the South & Central America workwear market in 2022.

Based on distribution channel, the South & Central America workwear market is segmented into the wholesalers, supermarkets and hypermarkets, specialty stores, and online platforms. The wholesalers held the largest share of the South & Central America workwear market in 2022.

Based on country, the South & Central America workwear market is segmented into Brazil, Argentina, and the Rest of South & Central America. The Rest of South & Central America dominated the share of the South & Central America workwear market in 2022.

3M; ARAMARK; Honeywell International Inc.; Hultafors Group AB; and Lakeland Industries Inc. are the leading companies operating in the South & Central America workwear market.

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