



**Euromonitor
International**

Apparel and Footwear Specialists in Argentina

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KEY DATA FINDINGS

2024 DEVELOPMENTS

As value sales rise, volume sales fall in 2024
Zara remains strong, despite Inditex’s review-period exit
Adidas focuses on modernisation

PROSPECTS AND OPPORTUNITIES

New players anticipated to enter, while companies will increase investment in omnichannel strategies
Cross-border shopping as significant threat, while Grimaldi should see further recovery
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What next for retail?

OPERATING ENVIRONMENT

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- Mother’s Day
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