



**Euromonitor  
International**

# Childrenswear in Colombia

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Private label gains ground as consumers face mounting financial pressures
- Childrenswear increasingly influenced by adult fashion trends
- Fast fashion brands gain share amid price consciousness, though category fragmentation remains

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/childrenswear-in-colombia/report](http://www.euromonitor.com/childrenswear-in-colombia/report).