

Womenswear in Colombia

November 2024

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Womenswear in Colombia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflationary pressure deters consumer spending in womenswear Colombian fashion embraces artificial intelligence Shein disrupts the Colombian market with local e-commerce launch

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Inclusivity becomes a core focus in fashion collaborations and local brand growth Private label and discount strategies reshape womenswear Sustainability moves beyond a business strategy to a brand commitment

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