

# Retail Shifts in Latin American Fashion

June 2023

Table of Contents

## INTRODUCTION

Scope

Executive summary

## FASHION IN LATIN AMERICA, A SNAPSHOT

Fashion sales in Latin America returned to pre-pandemic levels

Apparel and footwear returned to pre-pandemic levels, but other categories lag behind

Although consumers returned to stores, e-commerce remains above pre-pandemic levels

Competition is tough in a very fragmented market

## THE LATIN AMERICAN FASHION CONSUMER

Latin Americans prefer stores to purchase their apparel and personal accessories goods

Trying before buying and immediacy attract consumers to the stores

Millennials, not Gen Zers are more inclined to buy fashion online

Price, free shipping and variety of brands attract consumers to online shopping

Comfort and durability are what consumers in the region look for in their fashion products

Brand name or recognition is not as important for the vast majority of fashion consumers

## WHERE CONSUMERS SHOP FASHION POST-PANDEMIC

Winners and losers of fashion retail in Latin America

E-commerce gained ground across categories in the region

E-commerce surged thanks to the pandemic, but not without challenges

Apparel and footwear e-commerce boom attracted new entrants across channels

Alma Bacana : a new shop window for premium brands in Argentina

Although specialists remains the largest channel, it continues to lose share in the region

Specialists face strong competition in a very fragmented market

Varied performance of specialists in the growing sportswear category

Cuidado con el Perro launches MalaYerba a brand appealing to the “young and disrupted”

“Travelling Shop” - Renner’s mobile pop-up store across Brazilian coast

Fashion sales through department stores concentrated in two countries: Mexico and Chile

The shift to e-commerce is evident in department stores

Fashion continues to lose share in department stores’ physical sales

New Falabella store, a glimpse into the future of retail

Grocery retailers’ positioning as a fashion destination benefited during the pandemic

## OMNICHANNEL IS JUST THE STARTING POINT

Omnichannel is just the beginning to fulfil consumers’ renewed expectations

Shein goes physical through pop-up stores in Mexico and launches “ SheinMxTour ”

A consumer-centric approach is more relevant than ever

Dafiti’s Experience Centres, getting closer to the consumer

The renewed role of the store: A consumer touchpoint (1/2)

The renewed role of the store: A consumer touchpoint (2/2)

Estudio Nube in Argentina: Opposite path from the “online world” to the “offline world”

Revolutionising the fashion retail experience through technology

Mercado Libre continues to transform the shopping experience through technology

## BEYOND OMNICHANNEL: HOW TO KEEP CONSUMERS ENGAGED

Fashion retail beyond the transaction, the sustainability debt

El Palacio de Hierro collaborates with Della Terra to launch a sustainable capsule collection

## FUTURE OPPORTUNITIES

Fashion expected to grow, but performance will differ across countries and categories

How much more can e-commerce grow in the region?

Return of travel opens avenues of growth both for retail and duty-free shopping

The path forward: A consumer-centric approach to omnichannel

## APPENDIX

Definitions

## ABOUT VOICE OF THE INDUSTRY

About Euromonitor's Voice of the Industry survey series

## ABOUT VOICE OF THE CONSUMER

About Euromonitor's Voice of the Consumer survey series: Lifestyles Survey

About Euromonitor's Voice of the Consumer survey series: Sustainability Survey

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