



Sportswear in Argentina

November 2023

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Sportswear in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Local production of international sportswear brands continues to rise
More players seek to raise brand awareness by sponsoring running events
Number of sportswear brands with proprietary e-commerce platforms increases

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Mainstream apparel and footwear brands set to expand their sports-inspired ranges
Sportswear producers will continue to collaborate with local trap music stars
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