



Euromonitor
International

Sportswear in Argentina

February 2026

Table of Contents

Sportswear in Argentina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

International brands and increasing health consciousness boosting sportswear sales

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Celebrities boost sportswear sales with fashion appeal

Sports and non-sports footwear drives sportswear sales

Market polarisation affects value sales growth

More informal dressing habits boost sportswear products

Chart 3 - Sportswear Benefiting from Greater Use of More Informal Clothes

Loosening of import restrictions driving the current development of the domestic sportswear market

Chart 4 - Products Available in Other Countries Increasingly Entering the Argentinian Market

WHAT'S NEXT?

New international brands and rising health consciousness to drive growth

Sports and non-sports footwear remains dominant, driven by fashion appeal

Market polarisation and e-commerce growth shaping the industry's future

COMPETITIVE LANDSCAPE

adidas and Puma strengthen their positions through marketing and diversification

New entrants and product launches to shape future competitive dynamics

Well-known singers used to market sportswear brands

Chart 5 - Well-Known Argentinian Singers Linked to Sportswear Brands

CHANNELS

Dabra Group and its brands drive sales through apparel and footwear specialists

E-commerce the fastest-growing distribution channel

Market polarisation and e-commerce growth shaping the industry future

PRODUCTS

Major brands drive innovation with imported products

Online channel an increasingly important distribution platform

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear in Argentina - Industry Overview](#)

EXECUTIVE SUMMARY

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Economic downturn impacts sales of non-essential fashion items

Apparel dominates volume sales, but footwear leads in value terms

Discount campaigns drive sales amid market polarisation

All categories hit by the difficult economic backdrop

Chart 8 - The Economic Situation Negatively Affects All Apparel and Footwear Categories

Reduced import tariffs help open up the market to more international brands and products

Chart 9 - Imported Products Dominate the Apparel and Footwear Categories

Trend towards more casual clothing continues to be seen post-pandemic

Chart 10 - More Casual Apparel and Footwear Being Seen Across All the Categories

WHAT'S NEXT?

New international brands enter local market

Apparel remains the largest category in volume terms

Promotions and digital marketing drive future growth

COMPETITIVE LANDSCAPE

adidas Argentina SA maintains its lead amid economic challenges

No significant mergers, acquisitions or new launches

Limited presence of luxury brands

CHANNELS

Apparel and footwear specialists drive sales through omnichannel retailing

E-commerce continues emerging as a key channel with discounts and promotions

Trends shaping the retail environment through promotions and digital marketing

PRODUCTS

Tariffs drive innovation in product design and functionality

Casual wear dominates apparel and footwear collections

Increased competition driving growth and innovation

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Argentina 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Argentina 2025

Chart 14 - Consumer Landscape in Argentina 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sportswear-in-argentina/report.