



Euromonitor
International

Apparel and Footwear Specialists in Argentina

June 2026

Table of Contents

[Apparel and Footwear Specialists in Argentina - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Apparel and Footwear Specialists Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Apparel and Footwear Specialists

INDUSTRY PERFORMANCE

Shein and Temu Disrupt the Competitive Landscape as Imports Surge

Indian Market and Calvin Klein Drive International Investment and Brand Expansion

Chart 2 - Arrival of New International Chains as the Business Economy Improves

Chart 3 - Value Sales 2020-2030

WHAT'S NEXT?

International Retail Expansion to Drive Market Transformation

Chart 4 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 5 - Analyst Insight for Apparel and Footwear Specialists

Players Invest in Omnichannel Integration in a Highly Fragmented Landscape

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Apparel and Footwear Specialists

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Apparel and Footwear Specialists

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Argentina - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Budget Pressures Force Underlying Changes in Shopping Behaviour

Small Local Grocers Capture Daily Spend as Shoppers Seek Proximity

E-Commerce Retailers Reshape Shopping Habits through Regulatory Change

Chart 15 - Retailers Accelerate Digital Transformation

Chart 16 - Value Sales 2020-2030

Chart 17 - Value Sales by Category 2025

WHAT'S NEXT?

Mercadolibre and Decathlon Reshape Competition as Global Brands Enter

Mercadolibre Drives Digital Transformation as E-Commerce Surges

Supermarkets and Discounters Expand Private Label Amid Ongoing Price Sensitivity

Chart 18 - Forecast Value Sales 2020-2030

Chart 19 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 20 - Analyst Insight for Retail

Mercadolibre Accelerates Share Gains as Carrefour Argentina Looks to Exit

Cheaf App Launches in Bid to Tackle Food Wastage Issue

Chart 21 - Cheaf App Launches in Argentina to Cut Food Waste and Offer Consumers Low-Cost Surplus

Apparel and Footwear Specialist Reinvents Second-Hand Clothing with 'Buy-By-Weight' Model

Chart 22 - La Kilo Vintage Reinvents Second-Hand Fashion with a "Buy-By-Weight" Model in Buenos

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 25 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Back to school

Mother's Day

Father's Day

Children's Day

Wise Men Day

ECONOMIC CONTEXT

Chart 26 - Economic Context for Retail

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Retail

Chart 30 - Population 2020-2030

Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/apparel-and-footwear-specialists-in-argentina/report.