



**Euromonitor
International**

Menswear in Chile

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand continues to shift toward casual wear

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Cross-border shopping drives sales growth

Chart 3 - Cross-Border Shopping Boosts Chilean Menswear Sales

Shift to casual wear continues to shape menswear

Chart 4 - Dockers Showcases Golf-Inspired Menswear at Santiago Event

Volume growth outpaces value growth as Chilean men look for better value

WHAT'S NEXT?

Improving economy set to boost sales of menswear with a focus on comfort and sustainability

Men's outerwear set to remain the largest category

Sustainable consumption behaviour set to inform market demand

COMPETITIVE LANDSCAPE

Leading brands maintain their lead through diversified offerings

H&M repositions itself with a premium menswear line

Chart 5 - Repositioning Strategy Drives H&M into High-End Menswear

CHANNELS

Department stores lead menswear sales through diversified offerings

E-commerce gains traction with competitive prices and promotions

No emerging retail brands or concepts reported for 2026

PRODUCTS

Dockers go collection boosts casual menswear sales

H&M Atelier drives premiumisation in menswear

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in Chile - Industry Overview

EXECUTIVE SUMMARY

Improving economy and cross-border sales support growth in apparel and footwear

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Premium sportswear drives growth through outdoor trends

Chart 8 - Premium Sportswear Growth Driven by Outdoor and Performance Trends

Argentine consumers boost sales through cross-border shopping

Chart 9 - Apparel and Footwear See Strong Demand from Argentine Consumers

Sportswear the focus of consumer demand

WHAT'S NEXT?

Consumers turning to e-commerce as they demand convenience

Sustainability and premium sportswear set to drive demand for apparel

Premium sportswear set to lead growth with the focus on tech innovation and durability

COMPETITIVE LANDSCAPE

Falabella and adidas lead the competitive landscape

Players look for new opportunities in e-commerce and sustainable product lines

CHANNELS

Falabella and Ripley lead offline retail with strong brand trust

E-commerce gains traction with competitive pricing and variety

Sustainability and affordability drive resale and rental trends

Chart 10 - Circular Fashion Gains Momentum Through Falabella's Trueque Initiative

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Chile 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Chile 2025

Chart 14 - Consumer Landscape in Chile 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/menswear-in-chile/report.