



**Euromonitor
International**

Apparel Accessories in Argentina

February 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Volumes decline in apparel accessories due to economic challenges and a warmer winter

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INDUSTRY PERFORMANCE

Scarves lead sales in volume terms, driven by demand

Brands expanding their portfolios, driving atomisation in accessories

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WHAT'S NEXT?

Brands adapting to climate change and economic uncertainty

Scarves to remain dominant, men's accessories will be driving growth

E-commerce to continue supporting category growth

COMPETITIVE LANDSCAPE

Fragmented competitive landscape for apparel accessories

Opportunities arise from market changes

CHANNELS

Apparel and footwear specialists drive sales through omnichannel retailing

E-commerce gains prominence as a key distribution channel

No emerging retail brands or concepts expected in 2026

PRODUCTS

Brands expand product portfolios to drive sales

Warmer winter negatively impacts sales of certain accessories

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E-commerce gains relevance as key distribution channel

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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

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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
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