

## Clothing Retailers - Brazil - October 2013

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“The improvements seen in the Brazilian economy have positively impacted the clothing retailing market. However, affordability is still important, with one in three opting to buy during promotions and a great majority opting to buy several items in value stores rather than one item in a famous brand.”

– David Turner, Head of Research Brazil

This report looks at the following areas:

- What are Brazilians looking for from clothing retailers?
- How do men's and women's attitudes and habits differ when it comes to purchasing clothing?
- Where do future opportunities lie?
- Who are the main target groups?

This report includes men's, women's, and children's clothing retail, including direct sales to consumers. It also includes underwear, sports, and outerwear, such as coats, jackets, and blazers.

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