

Menswear in Colombia

November 2023

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Menswear in Colombia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Men focus on purchasing items that are seen in public Androgynous look gains popularity leading women to purchase from the men's section Linen becomes a popular material in menswear

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Sustainable fashion continues influencing menswear Consumers continue seeking comfort in menswear Price-sensitive consumers balance necessity and affordability as they shop

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