



# Womenswear in Portugal

November 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

High inflation and the rise of second-hand goods limits retail volume growth  
Low-cost players benefit from consumers trading down to more affordable options  
Brands invest in retail as consumers return to brick-and-mortar stores

### PROSPECTS AND OPPORTUNITIES

Retail volume growth unlikely to reach pre-COVID-19 levels in the forecast period  
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