



OPPORTUNITIES IN BRAZIL MARKET FOR SRI LANKA'S APPAREL

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Export Development Board (EDB), Sri Lanka
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MARKET OVERVIEW

a) Sri Lanka's position in the Global Market (61& 62)

i. Global Market size and trend for Apparel (last 5 years) in US\$ Mn

Global Imports	2007	2008	2009	2010	2011
Value	325,232	344,588	310,408	337,405	391,866

ii. Main World Importers of Apparel (HS 61 & 62)

Value in US\$ - US Dollars Thousands

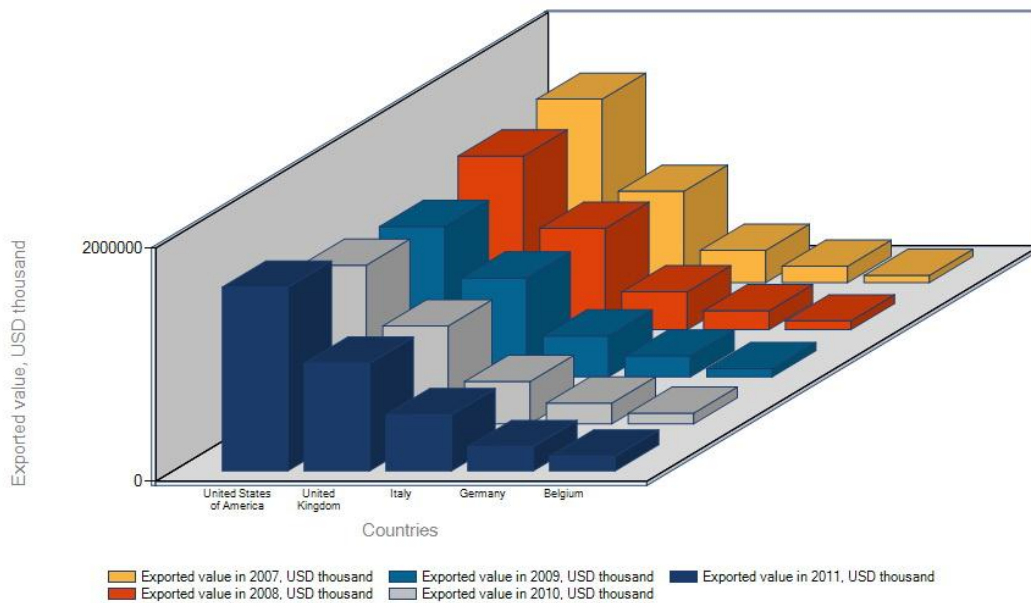
Importers	2007	2008	2009	2010	2011
World	325,232,587	344,588,151	310,408,140	337,405,916	391,866,130
United States of America	78,920,207	76,363,556	66,795,357	75,646,794	81,514,136
Germany	28,001,584	30,504,998	30,965,830	32,692,631	38,239,235
Japan	22,597,549	24,216,340	24,069,826	25,262,227	31,110,939
United Kingdom	23,619,492	23,427,436	20,765,953	22,041,572	24,839,884
France	19,863,544	22,024,363	19,789,446	20,356,560	22,829,042
Italy	15,096,122	16,569,647	14,819,060	15,509,139	17,579,687
Hong Kong, China	18,136,716	17,563,369	14,706,372	15,709,269	16,090,500
Spain	12,640,112	14,925,384	12,718,106	13,164,962	15,861,183
Netherlands	7,468,432	8,426,853	8,011,177	8,531,479	10,756,013
Belgium	8,597,036	9,737,187	8,381,598	7,530,856	8,785,958
Canada	6,908,494	7,453,455	6,857,129	7,542,858	8,653,902
Russian Federation	2,841,282	4,225,362	3,674,312	5,550,991	6,743,607
United Arab Emirates	2,161,719	2,617,275	4,652,350	4,830,882	6,102,455

iii. Sri Lanka's Exports of Apparel to World (HS61 & 62)

Value in US\$ - US Dollars Thousands

Importers	2007	2008	2009	2010	2011
World	325,232,587	344,588,151	310,408,140	337,405,916	391,866,130
United States of America	78,920,207	76,363,556	66,795,357	75,646,794	81,514,136
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List of importing markets for a product group exported by Sri Lanka
Product group: garment_new



iv. Sri Lanka's Exports of Apparel to Brazil

Value in US\$ - US Dollars Thousands

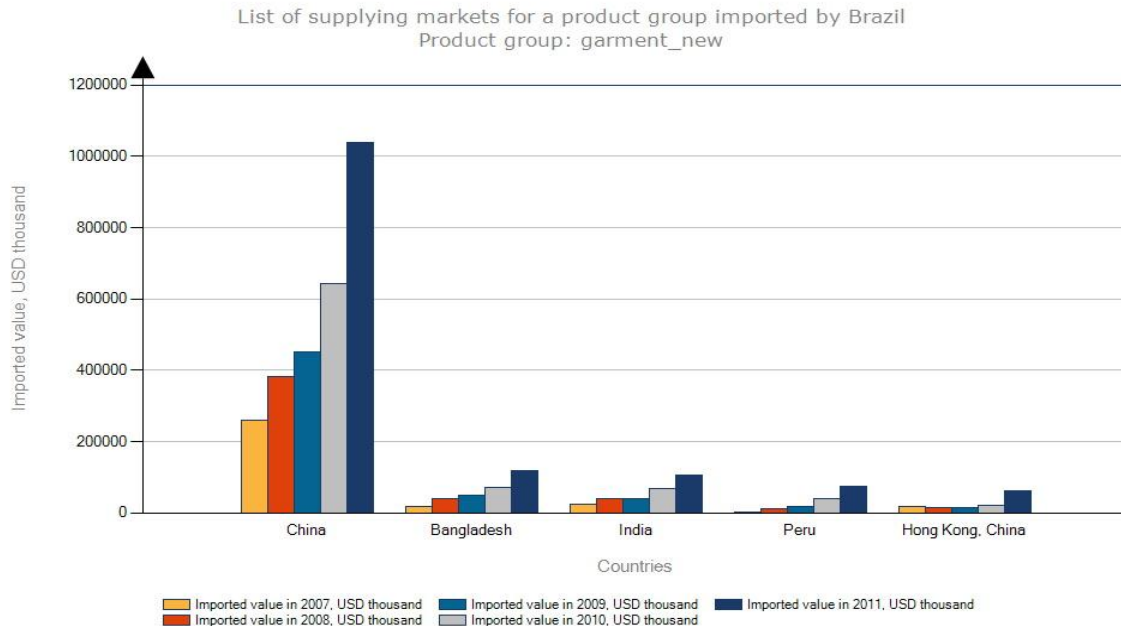
Imports	2007	2008	2009	2010	2011
Value	1,671	2,161	1,851	3,848	5,858

- Brazil is the 28th destination for Sri Lanka's exports of apparel

Imports of Articles of apparel, accessories, not knit or crochet (HS 61 & 62) by Brazil

Value in US\$ - US Dollars Thousands

Exporters	2007	2008	2009	2010	2011
World	486,213	693,760	767,072	1,073,006	1,721,152
China	261,106	380,656	451,432	643,421	1,038,976
Bangladesh	16,367	39,364	50,287	70,476	116,708
India	23,729	38,596	38,881	68,828	104,232
Peru	1,200	10,142	18,217	39,709	73,101
Hong Kong, China	18,109	14,446	14,460	22,082	61,350
Indonesia	10,660	15,069	20,659	23,077	32,201
Argentina	12,140	20,787	19,762	22,288	31,255
Viet Nam	5,016	9,960	13,152	16,439	28,981
Italy	20,586	21,919	16,714	18,281	27,149
Paraguay	4,115	6,502	6,538	12,322	17,876
Portugal	5,757	7,833	8,257	12,937	16,263
Cambodia	3,753	5,485	8,870	8,196	16,023
Thailand	3,755	6,493	10,453	10,319	14,494
Uruguay	6,735	9,781	11,965	10,698	13,939
Pakistan	4,959	6,731	6,862	9,270	12,591
Turkey	6,567	6,657	7,222	8,901	12,108
Spain	10,092	12,143	9,125	10,000	11,915
United States of America	5,415	7,054	6,800	9,454	10,696
Mexico	1,084	2,896	1,912	3,572	8,728
Morocco	2,010	2,390	1,939	3,145	5,987
Sri Lanka	1,671	2,161	1,851	3,848	5,858
Malaysia	9,268	10,853	8,605	2,727	4,949
Chinese Taipei	2,572	2,704	2,984	3,847	4,542



2. TRENDS IN THE BRAZIL MARKET FOR APPAREL

- Brazil is the world's sixth largest textile producer and the sector consists of over 30,000 companies, employing 1.65 million workers.
- Investments in the sector are still low compared to pre-crisis numbers but ended at USD 850 million in 2009. Moreover, the growth rate of consumer expenditure on clothing increased with 20.5% from 2005-2009, And the expected growth rate from 2010-2020 of consumer expenditure within the industry is expected to be 36.3%.
- Even though Brazilians perceive international clothing as very high quality and sophisticated, they still have a very clear opinion of what they want. Therefore, countries who Export to Brazil may have to adapt their clothing selection to the Brazilian culture, demands and needs
- The main competitive factors are quality, design, customer service and price. While brand names still play only a minor role in the home textile sector. Brazilians are interested in high quality and are willing to pay higher prices for such products.
- Brazil is the 28th destination for Sri Lanka's exports of apparel.

3. INTERNATIONAL APPAREL BRANDS IN BRAZIL APPAREL MARKET

The following list presents the international brands currently present on the Brazilian market. Notice that luxury brands are excluded.

- Abercrombie & Fitch
- A/X Armani Exchange

- Calvin Klein
- Diane von Furstenberg
- Diesel
- DKNY Jeans
- Dolce & Gabbana
- D&G
- Giorgio Armani
- Hugo Boss
- Juicy Couture
- Lacoste
- Levi's
- Mango
- MaxMara
- Tommy Hilfiger

4. SOURCES

Trade Map- www.trademap.org

EDB/Custom Statistics

CBI - www.cbi.nl

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Disclaimer:

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