

Competitor Strategies in Apparel and Footwear

Global Strategy | 2023-01-11 | 57 pages | Euromonitor

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Report description:

Apparel and footwear was hit hard by the COVID-19 pandemic, and while recovery gathered steam quicker than initially expected, high inflation, the war in Ukraine and China's COVID situation further disrupted the global economy, forcing market players to reassess their priorities. Those banking on personalisation, experiential shopping and sustainability, while diversifying their supplier base and investing in automation and big data, will be best positioned in such a volatile environment.

Euromonitor International's Competitor Strategies in Apparel and Footwear global briefing offers an insight into to the size and shape of the apparel market, highlights buzz topics, emerging trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the clothing and footwear market - be they changes on the supply side, in channel dynamics, economic/ lifestyle /demographic influences or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Apparel, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Apparel and Footwear market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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