

Apparel and Footwear in the Czech Republic

Market Direction | 2023-11-17 | 89 pages | Euromonitor

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Report description:

A recovery in consumer demand in 2022 enabled the fashion industry to rebound, although high inflation, geopolitical challenges and the energy crisis affected the cost of living and consumer behaviour in Q4. Although overall business results were less affected by economic instability through much of the year, a decline in retail volume sales over 2022 as a whole was observed due to the weak performance towards the end of the year. This continued in 2023. Following moderate economic activity in 2...

Euromonitor International's Apparel and Footwear in Czech Republic report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

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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Despite of a drop in 2023, womenswear remains above the 2019 pre-pandemic retail current value sales level
Victoria's Secret finally opens its first store in the Czech Republic in May 2023
Menstrual panties gaining wider consumer base

PROSPECTS AND OPPORTUNITIES

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Outerwear and athleisure continue to attract a wider audience

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2023 DEVELOPMENTS

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?Other? apparel accessories, specifically face masks, weighs down the whole category

Hats/caps and ties benefit from tourism and social events, respectively, to see retail current value growth

Fragmentation of the competitive landscape

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