

Apparel and Footwear Specialists in Switzerland

Market Direction | 2024-03-04 | 37 pages | Euromonitor

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Report description:

Apparel and footwear specialists in Switzerland saw a decline in current value sales in 2023 due to consumer price sensitivity, which led to the prioritisation of essential products and a shift towards private label lines and discounters. Moreover, due to rising costs, Swiss consumers are attending special events less often, hampering demand for specialist apparel and footwear.

Euromonitor International's Apparel and Footwear Specialists in Switzerland report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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 Specialists 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Increase in the cost of living limits the recovery of apparel and footwear specialists

Dosenbach-Ochsner AG is backed by the success of its click-and-collect service

Fast fashion retailers lead the way as competition intensifies

PROSPECTS AND OPPORTUNITIES

E-commerce expected to cannibalise in-store sales of apparel and footwear in the years ahead

Challenging economy could favour fast fashion retailers and e-commerce

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