

World Market for Apparel and Footwear

Global Strategy | 2024-04-23 | 76 pages | Euromonitor

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Report description:

Apparel and footwear was among the industries worst hit by the COVID-19 pandemic, and as the ongoing conflict in Ukraine further disrupts the world's economy, fashion players are now in a race to adapt to an increasingly uncertain environment. Those investing in their digital transformation to offer new products, experiences and to rethink their supply chains will be best positioned to win, while upping one's game on diversity and sustainability is also becoming imperative.

Euromonitor International's World Market for 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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