

Apparel Accessories in Australia

Market Direction | 2024-12-19 | 22 pages | Euromonitor

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Report description:

Apparel accessories in Australia received a small boost, in part due to an unlikely source, when American singer-songwriter Taylor Swift visited the country with her Eras tour in February 2024. This time of the year is traditionally a quiet time for apparel sales. In a boost to the domestic economy dubbed the "Taylor Swift effect", retailers showcased dedicated capsule collections for the tour, resplendent in sequins, sparkles, and scarves inspired by the pop star's various "eras". This was part...

Euromonitor International's Apparel Accessories in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023 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 2028 illustrate how the market is set to change.

Product coverage: Belts, Gloves, Hats/Caps, Other Apparel Accessories, Scarves, Ties.

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 Accessories 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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APPAREL ACCESSORIES IN AUSTRALIA

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Shein sets trends and responds to consumer demand within mass segment at rapid pace

Gulf between ultra-fast and slow fashion presents challenge within apparel accessories

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Further scrutiny of discretionary spend likely to impact future category sales

Climate change, casualisation and economic pressures to pose challenges

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