

Apparel and Footwear Retailing in the Digital Era (Part 1): Exploring Innovation

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Abstracts

As the internet brings about sweeping changes in apparel and footwear distribution, this briefing pinpoints key innovations in selling fashion online, focusing on the areas of fit and sizing, impulse buying, affordable luxury, curation and personalisation. This report also analyses the performance of fashion-focused online start-ups, as well as the inroads being made regarding omni-channel retailing, as the boundaries between in-store and online shopping become increasingly blurred.

Euromonitor International's Apparel and Footwear Retailing in the Digital Era (Part 1): Exploring Innovation 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: Clothing, 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 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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