

Apparel and Footwear Specialist Retailers in Kenya

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Abstracts

Apparel and footwear specialist retailers saw a significant decline in retail current value sales during 2020. The economic shock of the pandemic led to a significant increase in unemployment, and even many of those who kept their jobs saw a reduction in their disposable income. With consumer confidence extremely weak, more consumers opted to mend what they already had or to buy second-hand items, rather than purchasing new clothing and footwear. In 2021, apparel and footwear specialist retailer...

Euromonitor International's Apparel and Footwear Specialist Retailers in Kenya 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 Specialist Retailers 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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