

# Apparel Routes To Market: Part One - Global Distribution Overview

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Date: May 2012

Pages: 36

Price: US\$ 2,000.00 (Single User License)

ID: A506890F5BBEN

## Abstracts

Historically, apparel brands looked to retail specialists to distribute their products; however, the boundaries are now blurring, as many brands move across into retailing and retailers become known as fashion brands. In the middle are those brands which have tried to embrace both perspectives from the outset. It appears that retailers dependent on others' apparel brands are losing ground, so as the retail landscape evolves, the battle to follow the right distribution strategy is intensifying.

Euromonitor International's Apparel Routes To Market: Part One - Global Distribution Overview 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.

**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.

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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