

# Asos Plc in Apparel (Global)

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## Abstracts

Established in 2000, the UK-based pure e-commerce retailer Asos has quickly developed into a significant player on the apparel scene. In its 2012 financial year results Asos' retail sales have jumped by almost 50% and for the first time the majority of sales came from overseas. With international development staying at the top of the agenda, can Asos fend off strengthening competition and become the Global's top online destination for fashion?

Euromonitor International's Asos Plc in Apparel (Global) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Apparel industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving 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 Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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