

# ASOS Plc in Apparel and Footwear (World)

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## Abstracts

ASOS continues to register considerable growth, as development of its international operations remains at the top of the agenda and its fashion-forward proposition appeals to its target market. However, the company has yet to gain any visible share of the global apparel industry, despite its strong position within e-commerce. As leading apparel brands make heavy investments into online retailing, ASOS needs to stay ahead of the curve if it hopes to capture additional market share.

Euromonitor International's ASOS Plc in Apparel and Footwear (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Apparel and Footwear 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:** Apparel, 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 and Footwear 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.

## Contents

Scope of the Report  
Strategic Evaluation  
Competitive Positioning  
Market Assessment  
Geographic and Category Opportunities  
Brand Strategy  
Operations  
Recommendations

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