

Asos Plc in Apparel (World)

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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 world's top online destination for fashion?

Euromonitor International's Asos Plc in Apparel (World) 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.

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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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