

Associated British Foods Plc (ABF) in Apparel (World)

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Abstracts

ABF's Primark brand continues to exceed market growth as its fashion-led product offer at rock bottom prices remains very much in demand from consumers. Rapid store expansion into Western Europe has secured a strong positioning within the apparel market; however, opportunities remain further afield and the upcoming entrance into the US is the company's first step towards becoming a global apparel leader.

Euromonitor International's Associated British Foods Plc (ABF) in Apparel (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.

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Pinpoint growth sectors and identify factors driving change;

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