

C&A Mode AG in Apparel and Footwear (World)

<https://marketpublishers.com/r/CA9E3412FEFEN.html>

Date: June 2015

Pages: 35

Price: US\$ 572.00 (Single User License)

ID: CA9E3412FEFEN

Abstracts

C&A Mode AG, the Swiss-based producer and retailer of the C&A apparel and footwear brand, is facing slowing market conditions in its domestic Western European market, as well as a slowdown in Brazil, its second largest market. Its comparative lack of scale makes competition with peers like H&M difficult, but it has achieved growth in Mexico and China by simplifying its brands and aligning it with youth, rather than family. It may need to adopt this strategy in Europe to retain momentum.

Euromonitor International's C&A Mode AG 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
Category and Geographic Opportunities
Brand strategy
Operations
recommendations

I would like to order

Product name: C&A Mode AG in Apparel and Footwear (World)

Product link: <https://marketpublishers.com/r/CA9E3412FEFEN.html>

Price: US\$ 572.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CA9E3412FEFEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970