

Cofra Holding AG in Apparel (World)

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Abstracts

Cofra Holding AG through its C&A brand targets fashion-conscious consumers in Europe, Latin America and China. Its Latin American operations use celebrity endorsement and social media marketing to target younger, female consumers, whereas in Europe its image is more family-orientated. As a result, C&A lacks fashion credibility in its core markets. Despite opening new stores and investing in online sales, Cofra is still losing share to fast fashion rivals, but can it turn its fortunes around?

Euromonitor International's Cofra Holding AG 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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Use five-year forecasts to assess how the market is predicted to develop.

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