

# Competitive Strategies in Apparel and Footwear

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## Abstracts

Competition in global apparel and footwear, while already tough, is intensifying as the industry, despite its fragmentation, is increasingly being driven by large companies and retailers benefiting from economies of scale, streamlined business operations, lean supply chains and big data analytics. This briefing aims to shed light on how these driving forces are influencing consumer behaviour and demand, and what strategies apparel and footwear companies are pursuing to remain competitive.

Euromonitor International's Competitive Strategies in Apparel and Footwear global briefing offers an insight into to the size and shape of the apparel market, highlights buzz topics, emerging trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the clothing and footwear market - be they changes on the supply side, in channel dynamics, economic/ lifestyle /demographic influences or pricing issues. Forecasts illustrate how the market is set to change and criteria for 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.

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