

# Competitor Strategies in Apparel and Footwear

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## Abstracts

Global inflation continues impacting the apparel and footwear industries. Rising production costs, driven by increased prices of raw materials and transportation, have led to higher retail prices. This inflationary pressure is straining purchasing power leading to reduced discretionary spending on clothing and footwear. Balancing profitability with consumer affordability is prompting brands to reassess pricing strategies and adapt to the changing economic and consumer landscape.

Euromonitor International's Competitor 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.

## Contents

Introduction  
State of the industry  
New growth markets  
Hyper localisation  
Sustainability and DEI  
Digital diversification  
Key takeaways

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