

Fast Retailing Co Ltd in Apparel (World)

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Abstracts

Fast Retailing aspires to become the world's largest clothing company by 2020. International expansion will be key to achieving this goal. While the company has successfully expanded in Asia, gaining credibility in Western markets will be its main challenge. The company's flagship brand Uniqlo has eschewed the fast fashion model that reigns in these markets, instead relying on high-quality basics and technologically-advanced fabrics to provide its competitive edge.

Euromonitor International's Fast Retailing Co Ltd 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, 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 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.

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