

Footwear in Europe: Stepping Up in the Face of Uncertainty

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Abstracts

While the European footwear market has shown greater economic resilience compared to clothing, there have nonetheless been winners and losers. This briefing explores the evolution of the market in a time of continued economic uncertainty, highlighting key geographic, category and channel opportunities. Emphasis is placed on the most striking market development: the growth of the value segment, driven by post-recession polarisation and the notion of “disposable fashion” hitting footwear.

Euromonitor International's Footwear in Europe: Stepping Up in the Face of Uncertainty 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: 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.

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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May 2013

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