

Footwear in Western Europe: Market Trends and Performance

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Abstracts

Footwear in Europe remains heavily challenged as a result of a still weak economic environment. This briefing explores the evolution of the market in a time of continued economic uncertainty, highlighting key geographic, category and channel drivers while analysing the main trends behind this performance. Emphasis is placed on the most important market developments: the expansion of the value end of the market, the impact of fast-fashion chains and the development of internet retailing.

Euromonitor International's Footwear in Western Europe: Market Trends and Performance global briefing offers an insight into 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.

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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.

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Contents

Introduction
Key Markets and Trends
Category Analysis
Competitive Landscape
Channels Developments
Key Takeaways
Appendix

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