

# GAP Inc , The in Apparel and Footwear (World)

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## Abstracts

The Gap Inc is struggling to keep pace with the rapidly expanding fast fashion behemoths. Old Navy maintains its impressive performance, while Gap and Banana Republic report sluggish sales due to unfavourable product ranges and long-winded sourcing strategies. Rather than replicate fast fashion, attention should be placed on design-led products and digital developments, enabling the company to regain its innovative leadership status and cater to its existing consumer base as well as millennials.

Euromonitor International's GAP Inc, The in Apparel and Footwear (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Apparel and Footwear 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:** 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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