

Gap Inc, The in Apparel and Footwear (World)

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Abstracts

Gap Inc, the sixth largest fashion player globally, decided in early 2019 to close 230 of its eponymous stores and break its business into two entities, with Old Navy on the one hand, and its other brands on the other. This move follows years of Old Navy's and Athleta's performance offsetting the Gap brand's declining sales, and will allow its brands to develop separate strategies to meet different consumer needs, whilst keeping sustainability as a common thread.

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.

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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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