

# The Gap Inc in Apparel and Footwear (World)

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## Abstracts

The Gap Inc saw recovery in fiscal year 2017, after three years of sales decline, thanks to the company's efforts to focus on its best-performing brands, strengthen its digital business and streamline its operations. To ensure future growth, the company should look at global expansion to reduce its reliance on the North American market, continue to focus on its digital strategy, and further expand its exposure to the growing athleisure market.

Euromonitor International's The Gap Inc 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.

## Contents

Scope of the Report  
Strategic Evaluation  
Competitive Positioning  
Apparel and Footwear Review  
Brand Strategy  
Recommendations

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