

Gap Inc , The in Retailing (World)

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Date: July 2014

Pages: 28

Price: US\$ 572.00 (Single User License)

ID: G5AD86E9C5DEN

Abstracts

Gap Inc appears firmly set on recovery, thanks to a renewed focus on style and quality, a good customer response towards its e-commerce initiative and stabilisation of market share in the US, its home market. As it focuses on retail innovation and international expansion, the company will come in closer range of fast fashion giants and their disrupting value proposition, and pure players, which are contributing to the decline in Gap's physical store footfall.

Euromonitor International's Gap Inc , The in Retailing (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Retailing 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: Non-Store Retailing, Store-based Retailing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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