

# Global Apparel (Part 1): Shifting Distribution Landscape and Market Performance

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## Abstracts

While the global apparel market continues on its path to recovery, regional trends paint a mixed picture. This report explores salient trends from a geographic point of view, notably the ongoing power shift from the West to Asia Pacific. It also analyses the evolution of the distribution landscape, focusing on the increasing sophistication of the online channel, the increasing importance of m-commerce and s-commerce, as well as the changing role of traditional store formats.

Euromonitor International's Global Apparel (Part 1): Shifting Distribution Landscape and Market Performance global briefing offers an insight into to 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:** Clothing, 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 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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