

Hennes & Mauritz SL in Apparel and Footwear (Spain)

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Abstracts

Hennes & Mauritz SL (H&M) remained the third leading player in apparel and footwear in Spain in 2015 despite facing strong competition from rival multinational fast fashion retailer Inditex, which maintains a very strong position in its home territory of Spain. H&M's retail outlets in Spain are generally situated in prime locations, which has benefited the company's competitive position in apparel and footwear.

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