

# H&M Hennes & Mauritz AB in Apparel and Footwear (USA)

<https://marketpublishers.com/r/H5E5CD9023CEN.html>

Date: July 2014

Pages: 7

Price: US\$ 150.00 (Single User License)

ID: H5E5CD9023CEN

## Abstracts

H&M will continue to follow fashion trends in its efforts to drive sales, and starting in 2014 it turned to sportswear. The new product line launched on 1 January, and was promoted by the Swedish National Team at the 2014 Sochi Olympic Games. The clothing was designed with consultation from the Swedish national team in order to ensure that it has the necessary functionality to live up to athletes' expectations. Sportswear is becoming increasingly fashionable, and H&M's expertise at following.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**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

Strategic Direction

Key Facts

Summary 1 H&M Hennes & Mauritz AB: Key Facts

Summary 2 H&M Hennes & Mauritz AB: Operational Indicators

Company Background

Competitive Positioning

Summary 3 H&M Hennes & Mauritz AB: Competitive Position 2013

Retail Operations

Summary 4 H&M Hennes & Mauritz AB: Retail Operational Indicators

Internet Strategy

Chart 1 H&M Hennes & Mauritz AB: H&M in Chicago, Illinois

Chart 2 H&M Hennes & Mauritz AB: H&M in Chicago, Illinois

Production

## I would like to order

Product name: H&M Hennes & Mauritz AB in Apparel and Footwear (USA)

Product link: <https://marketpublishers.com/r/H5E5CD9023CEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H5E5CD9023CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970