

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

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## Abstracts

H&M confronts challenging times due to unprecedented inflation and a global cost-of-living crisis, forcing consumers to rethink their discretionary expenses. Moreover, a sluggish economic recovery in China, coupled with the loss of the Russian and Belarusian markets, exacerbates the obstacles. To tackle these issues, H&M is expanding into new markets, such as Latin America, while diversifying its offerings to include second-hand clothing, plus-sized items, and sportswear.

Euromonitor International's H&M Hennes & Mauritz AB 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.

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