

Inditex , Industria de Diseño Textil SA in Retailing (World)

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Abstracts

Inditex, Industria de Diseño Textil SA (Inditex) is primarily an apparel and footwear specialist retailer, although it is investing strongly in its homewares and home furnishings chain Zara Home. Its success is based on a tightly controlled production line that enables the company to take products from design to shelf in less than two weeks. The success of its sales model has underpinned rapid growth in global store numbers, notably China, its second largest market in 2014.

Euromonitor International's Inditex, Industria de Diseño Textil SA 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.

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