

Levi Strauss and Co in Apparel and Footwear (World)

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Abstracts

Levi Strauss & Co was not spared by the downturn following the Coronavirus outbreak with the jeans company hit hard by forced store closures around the world. Nonetheless, the crisis has further accelerated the Group's digital transformation plans. While Levi Strauss continues to reign in denim, its increasing focus on tops and womenswear is starting to pay off. Further investment in sustainability, innovation and DTC retail will be crucial components in the company's future success.

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Euromonitor International's Levi Strauss and Co 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.

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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.

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