

lululemon athletica inc Apparel and Footwear (World)

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Abstracts

lululemon athletica inc, originating in functional yoga wear for women, has seen spectacular growth as it established a near cult-like following in North America. In 2016, lululemon continued to leverage its expertise in fabrics and drive innovation in performance apparel. With a lofty goal of USD4 billion in sales by 2020 lululemon will need to expand globally, broaden its running and men's products offers, and continue to adapt its retail strategy all without alienating its original consumers.

Euromonitor International's lululemon athletica inc 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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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.

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