

# Lululemon Athletica Inc in Apparel and Footwear (World)

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## Abstracts

Lululemon outperformed the overall sportswear industry over the historic period, rising four positions in the ranking to #8 in 2022. In 2022, it launched its first women's line, signalling the company's intention to expand its portfolio, and opened its 18th market, Spain, continuing its efforts to quadruple its international business relative to 2021. Sustainability is a top priority for Lululemon, with initiatives like developing eco-friendly materials, launching a resale program, and support...

Euromonitor International's Lululemon Athletica Inc 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.

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