

# PVH Corp in Apparel and Footwear (World)

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## Abstracts

PVH Corp is in prime position to capitalise on a number of macro trends in the apparel and footwear market, such as the menswear renaissance and the growth of affordable luxury. The strong brand equity of its main brands, Tommy Hilfiger and Calvin Klein, hold it in good stead to cater to aspirational middle classes in Asia Pacific and Latin America. However, the complexity of the company's licensing and distribution agreements could weigh down on the company's growth potential.

Euromonitor International's PVH Corp 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.

## Contents

Introduction  
Strategic Evaluation  
Competitive Positioning  
Market Assessment  
Geographic and Category Opportunities  
Brand S strategy  
Brand Strategy  
Operations  
Recommendations

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