

Shein (Roadget Business) in Apparel and Footwear (World)

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Abstracts

Roadget Business, the parent of the fast fashion brand Shein, has become a notable global fashion firm in the past decade, experiencing remarkable growth even during the pandemic. In just three years, it has risen from being outside of the top 50 to being one of the top 10 global apparel and footwear players in 2022. Shein has captured the hearts of social media-savvy Gen Z, thanks to its digital nature, and offer of trendy and affordable fashion products.

Euromonitor International's Shein (Roadget Business) 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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Contents

Introduction
State of Play
Exposure to future growth
Competitive positioning
GEN Z–centric BRAND
Digitalisation Expertise
Digitalisation expertise
Key findings and what's next
Appendix

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