

Shopping for Fashion: Bricks, Clicks and In-Betweens

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Abstracts

Global distribution of clothing and footwear is shifting. In developing markets, consumers are steadily switching to organised channels, while in developed markets, e-commerce keeps gaining ground. Fashion players are quickly trying to adapt to this rapidly changing distribution scenario, following different routes. The future for fashion distribution revolves around entertainment, connectivity and seamless shopping experiences in a blended and complementary approach, both physical and digital.

Euromonitor International's Shopping for Fashion: Bricks, Clicks and In-Betweens global briefing offers an insight into the size and shape of the apparel market, highlights buzz topics, emerging trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the clothing and footwear market - be they changes on the supply side, in channel dynamics, economic/ lifestyle /demographic influences or pricing issues. Forecasts illustrate how the market is set to change and criteria for 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.

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Phygital” Retailing and the Future of Fashion Shopping

“PHYGITAL” RETAILING AND THE FUTURE OF FASHION SHOPPING

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