

SuperGroupPlc in Apparel and Footwear (Global)

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Abstracts

SuperGroup has achieved considerable success in the UK since its launch in 2003; however, its global presence remains limited. In an effort to establish Superdry as a global brand, the company is placing an emphasis on geographic expansion, capitalising on its niche positioning and distinct brand aesthetics. In addition to increasing its store footprint, the company will need to add credibility to its lifestyle image by diversifying its portfolio and utilise its innovative approach to design.

Euromonitor International's SuperGroupPlc in Apparel and Footwear (Global) 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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