

# Top 10 Apparel and Footwear Markets: Growth Strategies When the Good Times Stall

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## Abstracts

The top 10 markets for apparel and footwear account for two thirds of the industry's global retail sales. However, devising a growth strategy for these markets has never been more challenging. Currency volatility, stuttering economic growth, ageing demographics, the unstoppable rise of technology and an expectant yet subdued middle class are all forces coming to bear. The global balance of power is shifting, but it is different from one category to the next. How should the industry respond?

Euromonitor International's Top 10 Apparel and Footwear Markets: Growth Strategies When the Good Times Stall global briefing offers an insight into to 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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