

VF Corp in Apparel (World)

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Abstracts

VF Corp's unique brand portfolio sees it moving from strength to strength on the global apparel stage. Its decision to focus on its outdoor and action sports division is an astute move given the lucrative nature of the global sportswear market. Its roster of aspirational brands has held it in good stead to capitalise on rising disposable incomes in Asia and Latin America. There are significant growth opportunities remaining for the firm in terms of retail, category, and geographic expansion.

Euromonitor International's VF Corp in Apparel (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Apparel 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: Clothing, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Apparel 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.

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