

# Where Consumers Shop for Apparel and Footwear

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## Abstracts

The apparel and footwear industry rebounded in 2021 but faced challenges in 2022 due to ongoing COVID-19 effects and macroeconomic disruptions. Offline retail maintains its importance alongside e-commerce, as consumers demand seamless integration of online and offline channels, leading to store renovations and emerging physical stores by e-commerce retailers. E-commerce is projected to outperform offline channels, and generative AI holds promise for the future of fashion.

Euromonitor International's Where Consumers Shop for Apparel and Footwear 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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