

# Zara Japan Corp in Apparel and Footwear (Japan)

<https://marketpublishers.com/r/Z6501BB6001EN.html>

Date: September 2014

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: Z6501BB6001EN

## Abstracts

Zara Japan Corp continues to expand the presence of Zara and its sister brand Bershka. Two more brands were introduced into the Japanese market in 2013 and 2014 – Zara Home and Stradivarius. The company aims to increase the number of outlets for these brands, and more new brands are expected to be introduced. Along with the expansion of outlets, the company is investing in its mobile commerce platform to adapt to the changing e-commerce landscape in Japan.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**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.

## Contents

Strategic Direction

Key Facts

Summary 1 Zara Japan Corp: Key Facts

Summary 2 Zara Japan Corp: Operational Indicators

Company Background

Competitive Positioning

Summary 3 Zara Japan Corp: Competitive Position 2013

Retail Operations

Summary 4 Zara Japan Corp: Retail Operational Indicators

Internet Strategy

Chart 1 Zara Japan Corp: Zara in Tokyo

Production

## I would like to order

Product name: Zara Japan Corp in Apparel and Footwear (Japan)

Product link: <https://marketpublishers.com/r/Z6501BB6001EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/Z6501BB6001EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970