



Euromonitor
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Apparel and Footwear Specialists in the Czech Republic

March 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Demand improves as the economic situation stabilises
- Outlet expansion and affordability shape competitive performances
- Consumers wait for price promotions to save on purchases

PROSPECTS AND OPPORTUNITIES

- Economic improvements to push the demand for apparel and footwear
- Growing threat from retail e-commerce
- Apparel specialists use loyalty programmes as a competitive tool

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Retail in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

- Retail in 2024: The big picture
- Automation offers operating cost reductions
- Private label and price promotions gain weight as consumers look for value for money
- What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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- Seasonality
- Shopping Season Name
- Christmas
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DISCLAIMER

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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