



Euromonitor
International

Apparel and Footwear Specialists in Canada

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Return of in-store shopping amid robust e-commerce competition
- Pressure on mid-tier retailers sees store closures
- Sustainability and ethical fashion gain weight in apparel and footwear

PROSPECTS AND OPPORTUNITIES

- Ongoing shift towards omnichannel shopping
- The trend for sustainable and ethical fashion is set to gain momentum
- Premium and athleisure ranges offer growth avenues for apparel and footwear specialists

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- Health and wellness takes centre stage in 2024
- What next for retail?

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- Informal retail
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- Seasonality
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- Valentine's Day
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