

Apparel and Footwear Specialists in Switzerland April 2025

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Apparel and Footwear Specialists in Switzerland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales decline as consumers adopt conservative shopping behaviour

Premium brands outperform mid-priced players

Low-cost Chinese players present a significant challenge to fast fashion brands

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New legislation could impact Chinese players but Amazon hovers with new plan

Uncertain future for apparel and footwear specialists

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Migros and Coop remain on top

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