



Euromonitor  
International

# Apparel and Footwear Specialists in Australia

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## Apparel and Footwear Specialists in Australia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Highly promotional retail environment impacts channel's profits

Myer acquires apparel brands from Premier Investments

Mosaic Brands enters voluntary administration

#### PROSPECTS AND OPPORTUNITIES

Improving economic performance to boost spending on discretionary goods

Shifting focus towards digitisation by apparel and footwear specialists

Tailoring business to capture sustainability-minded consumers

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