

# Apparel and Footwear Specialists in New Zealand

March 2025

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#### Apparel and Footwear Specialists in New Zealand - Category analysis

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#### 2024 DEVELOPMENTS

Apparel and footwear specialists under pressure from weak economy

Fragmented competitive landscape as consumers prefer shopping around

Bricks-and-mortar presence important despite growth in e-commerce retailing

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Enhancing the in-store experience to make the brand stand out

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Retail crime on the rise amidst tough economic period

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