



Euromonitor
International

Apparel and Footwear in Australia

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EXECUTIVE SUMMARY

Apparel and footwear impacted by challenging economic conditions in 2024
Market polarisation, DEI and sustainability emerge as key trends in 2024
Mergers and disruptive DTC models shape competitive landscape
E-commerce continues to evolve in Australia, responding to consumer demand and shaping trends that echo across the industry
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Shrinking consumer spending translates into challenging conditions in local market
Fashionable collaborations boost brand loyalty and ensure they remain top of mind

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Competitive landscape subject to volatility as cross-category headwinds hit

Evolution of e-commerce leads to emergence of grey market drop-shipping

PROSPECTS AND OPPORTUNITIES

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Australians replenish their collections of daily wardrobe essentials

Competitive landscape features mix of private label, specialists, global sports brands and fast fashion

Generation Z and millennials debate 2024's sock trends on social media

PROSPECTS AND OPPORTUNITIES

Private label poised to be cost-effective solution in the face of economic uncertainty

Natural and alternative fibres are cornerstones of sustainability, yet the journey towards a circular economy will continue over the forecast period

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Redirected discretionary spending and shifting distribution impact performance of footwear
Sportswear brands and major events heavily influence footwear in Australia
Local fashion footwear brands gain attention for sustainability and considered design

PROSPECTS AND OPPORTUNITIES

Sports-inspired footwear likely to help drive growth, as reimagined aesthetic of vintage styles proves popular
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Handcrafted and durable high-quality footwear is sustainable antidote to fast fashion

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PROSPECTS AND OPPORTUNITIES

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