



# Hosiery in Australia

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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  
Hosiery to be challenged by frugality and practicality in purchasing decisions, leading to distribution channel shift

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Apparel and Footwear in Australia - Industry Overview

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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/hosiery-in-australia/report](http://www.euromonitor.com/hosiery-in-australia/report).