



**Euromonitor  
International**

# Where Consumers Shop for Apparel and Footwear

September 2024

## INTRODUCTION

Scope

Key findings

## INDUSTRY SNAPSHOT

Growing again, but still faces limited demand due to ongoing inflationary pressures

Footwear outperforms apparel and sportswear for the first time in five years

Slow recovery across regions: A challenging path to pre-pandemic levels

## CHANNEL SHIFTS

After the boom in 2020, the share of e-commerce is now stabilising

The success of CRZ Yoga shows how “dupe culture” is gaining ground in Asia Pacific

Global e-commerce stabilises, with growth opportunities in Asia Pacific and MEA

Traditional in-store shopping advantages are no longer enough to draw consumers back

## RETAIL OFFLINE

Apparel and footwear specialists strengthen their lead in offline retail in 2023

Sports goods stores: the fastest growing offline channel over 2018-2023

Apparel and footwear specialists have fully recovered to their pre-pandemic levels

Off-price apparel and footwear specialists thrive, while fast fashion faces challenges

Uniqlo launches its inaugural Neighborhood concept store in Indonesia in 2023

Zara unveils its second largest store globally in Portugal

Department stores show signs of growth in 2023, though still below pre-pandemic levels

US department stores remain leaders, though their dominance has diminished

Hudson's Bay Co, the parent company of Saks Fifth Avenue agrees to acquire Neiman Marcus

THE BOX Chaowai is revitalising the traditional department store model in China

Sports goods stores lead pandemic recovery and compete effectively with e-commerce

Leading players strengthen their dominance in the sports goods category

Decathlon opens 12th store in Colombia: the first with RFID technology in the country

Under Armour launches its “UA Rewards” loyalty programme in the US

Private label outperforms the broader apparel and footwear market, amid rising costs

North America and Western Europe accounted for 80% of all private label sales in 2023

Economic pressures boost private label growth in key Western markets

Walmart elevates its fashion game: Introducing the Walmart Style Tour and more

## RETAIL E-COMMERCE

E-commerce continues to see steady growth across all product categories

From growth to enhancement: New trends driving e-commerce development

E-commerce increasingly saturated in mature markets, but opportunities still exist

Shein goes omnichannel in the Middle East and launches more pop-ups in the region

Marketplaces find their place as top players, while department stores have dropped

Eastern Europe has untapped share potential, while China shows strong value potential

Transforming fashion online shopping: The impact of AI on customer experience

Zara embraces livestream shopping in China and plan to expand to UK and US

## RETAIL ECOMMERCE

Zalando adds AI fashion assistant to enable consumers to shop by occasions

Thailand: Lazada uses AI to create a customer-centric fashion destination with LazLook

## FUTURE DEVELOPMENTS

The industry is poised for slow global growth as inflationary pressures persist

Southeast Asia, Latin America and Middle East are set to fuel apparel and footwear growth

E-commerce to maintain lead over apparel and footwear market despite slowing growth

## About Euromonitor International

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/where-consumers-shop-for-apparel-and-footwear/report](http://www.euromonitor.com/where-consumers-shop-for-apparel-and-footwear/report).