



Euromonitor
International

The World Market for Apparel and Footwear

January 2025

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Value-seeking shoppers are more discerning in their fashion spend

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How trends in the fashion industry impact adjacent industries

STATE OF THE INDUSTRY

The global market is poised for slow growth in the face of uncertainty

The UAE has the highest fashion per capita spend, by far

Despite China's slowdown, Asia Pacific remains the world's growth engine

Childrenswear and sportswear continue to outperform the wider industry

As disposable incomes face constraints, consumers look for cost-effective solutions

Shein has launched Shein Marketplace in its largest market, the US

Economic pressures can also drive more mindful consumption

The North Face's XPLR Pass incentivises customers to complete an allyship course

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Top companies in apparel and footwear

Nike Inc's priorities in 2025 and beyond

Top companies by growth rate

Viral marketing on Douyin and the Guo Chao trend fuel the rise of Bosideng in China

M&A activity slowed in 2024 but nonetheless remained influential

As uncertainty persists, conglomerates like VF Corp seek to sell their portfolio outliers

CHANNELS

E-commerce increasingly saturated in mature markets, but still growing globally

Leveraging AI, new e-commerce priorities are about improving customer experience

Physical stores maintain their relevance through the sensory experiences they deliver

Amazon unveils Rufus: AI-powered shopping assistant for smarter, faster decisions

After MyFashionGPT, Myntra India launches a 30-minute delivery service – M-Now

H&M Group opened its first Arket store in Italy, in Milan in July 2024

FUTURE OUTLOOK

Emerging economies will be a key focal point for global growth

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Intergenerational shifts will redefine the fashion landscape

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About Euromonitor International

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