



Euromonitor
International

Top Five Trends in Apparel and Footwear

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TOP FIVE TRENDS IN APPAREL AND FOOTWEAR

Scope

Our expert's view of apparel and footwear

Key findings

INTRODUCTION

Apparel and footwear sales are poised for slow global growth in the face of uncertainty

Value-seeking shoppers are more discerning in their fashion spend

Top five trends in apparel and footwear

Top five trends uncovered

ECONOMIC HEADWINDS AND STRATEGIC SPENDING

Rising geopolitical risks and economic uncertainty to keep global growth moderate

With their purchasing power under pressure, consumers prioritise strategic spending

Shein stays competitive by expanding into low-priced categories and balancing SKUs

M&S posts record growth thanks to affordable prices and revamped loyalty scheme

Fashion companies need to convey clear benefits and tangible, useful incentives

VALUE BEYOND PRICE

Consumers do not just chase the best deals but seek all-round value

Consumers continue to show an appetite for wellness and experiences

Birkenstock expands into the beauty and personal care sector with new foot care range

Lululemon continues to show strong growth in China despite economic slowdown

The emphasis on wellness creates opportunities for fashion to widen its ecosystem

SUSTAINABILITY AT A CROSSROADS

As attention shifts to geopolitical risks, sustainability stands at a crossroads

But regulation and consumers' demands evolve and volume sales are under threat

Dr Martens offers repair services in partnership with The Boot Repair Co

H&M Group takes its second-hand offer offline with new concept store in Stockholm

Fashion players face both challenge and opportunity to amplify their circular solutions

AI AND DISRUPTIVE TECHNOLOGIES

Fashion players are now at a pivotal time to understand and integrate Gen AI solutions

Companies must explore AI and anticipate changing governance regulations

Adore Me scales up its AI tool, AM By You, to boost emotional durability among customers

Burberry's AI-driven chatbot gives personalised recommendations and styling advice

The fashion industry is shifting from Gen AI pilots to fully deployed projects

DEMOGRAPHIC AND INTERGENERATIONAL SHIFTS

Emerging markets will be a key focal point for global apparel and footwear growth

Fashion players need to adapt to intergenerational shifts to unlock growth

Iris Apfel x Dr Scholl's collaboration: Tapping into the baby boomers segment

Spanish retailer Mango launches its first international Teen Store concept in London

Better segmentation can help fashion players to unlock growth and untapped potential

CONCLUSION

Top five trends in fashion: Future implications

Top five trends in fashion: Action to build resilience and unlock growth

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