

Apparel and Footwear Specialists in Switzerland

March 2024

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Apparel and Footwear Specialists in Switzerland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increase in the cost of living limits the recovery of apparel and footwear specialists
Dosenbach-Ochsner AG is backed by the success of its click-and-collect service
Fast fashion retailers lead the way as competition intensifies

PROSPECTS AND OPPORTUNITIES

E-commerce expected to cannibalise in-store sales of apparel and footwear in the years ahead
Challenging economy could favour fast fashion retailers and e-commerce
Digitisation likely to be key to success for the category in the future

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Transparency and provenance are increasingly displayed on packaging
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