

# Apparel and Footwear Specialists in Switzerland

March 2024

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### 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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## Retail in Switzerland - Industry Overview

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Value for money and sustainability are key trends in 2023  
Transparency and provenance are increasingly displayed on packaging  
What next for retail?

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