

Apparel and Footwear Specialists in Australia

March 2024

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Apparel and Footwear Specialists in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Channel experiences sales slowdown amid cost-of-living crisis Investment in experience retailing and digitalisation amid revival of offline shopping Retailers adjust to economic challenges to attract budget-conscious consumers

PROSPECTS AND OPPORTUNITIES

Future performance is contingent on prevailing economic circumstances The pursuit of sustainability will remain a strategic priority Apparel and footwear specialists expected to continue investing in digitalisation

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