

Apparel and Footwear Specialists in Portugal

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Apparel and footwear sales grow, however, retail value is below 2022 levels
Affordable fast-fashion players gain ground as disposable incomes reduce
Innovation in store to aid competitiveness and improve the consumer experience

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Quality and sustainability remain key themes for apparel and footwear specialists
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The omnichannel approach will drive business strategies forward

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DISCLAIMER

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