

Where Consumers Shop for Apparel and Footwear

June 2023

Table of Contents

INTRODUCTION

Scope

Key findings

INDUSTRY SNAPSHOT

The apparel and footwear industry is plagued by various challenges Sportswear continues to outperform apparel and footwear but slows down Staying flat: "Resilience" amidst constantly emerging challenges

CHANNEL SHIFTS

E-commerce growth is stagnant with the back of retail offline in 2022

E-commerce continues to earn shares in Asia Pacific and Eastern Europe

Transforming the retail landscape: Enabling seamless online and offline experiences

RETAIL OFFLINE

Apparel and footwear specialists remains the largest channel in 2022 with growth in shares Sports goods stores: fastest growing offline channel in 2017-2022 Apparel and footwear specialists outperform the offline channels yet to reach 2019 levels Off-price apparel and footwear specialists adapt to ongoing challenges since 2019 US: H&M's exploration of in-store technology: Introducing smart mirrors at COS stores Japan: KAPOK KNOT opens its first permanent store providing immersive experiences Department stores continues to shrink in the global market, led by the decline in Asia Pacific Transformation ahead: Exploring the evolving landscape of department stores in China US department stores maintain leadership with shrinking market share Censuum: department store for sustainable and responsible brands in Denmark The rise of art in South Korea's department stores Sports goods stores thrive in retail offline, driven by the wellness and casualisation trend Channel leaders Decathlon SA and Nike Inc maintain dominance from 2017 to 2022 Tech-driven stores: Nike opens the world's first Nike Style concept store in Seoul Sportswear in daily outfits: The young and luxury strategy of golfwear brand Pearly Gates Gen Z and sustainability: Puma engages with young environmentalists in the US and Europe Engage with the local community: Kolon brings outdoor lifestyles into the concept store Private label surges ahead amidst mounting costs of living in Europe and North America Western Europe and North America account for 80% of all private label sales in 2022 Budgeteers: Navigating uncertainty, preparing for anything Private label's sustainability initiative: Amazon introduces Amazon Aware Investment in sportswear: Walmart launches new brand Love & Sports in 2022

RETAIL E-COMMERCE

E-commerce here to stay across all product categories...

...as retailers and brands continue to invest in their digital capabilities

E-commerce growth slows in Asia Pacific, North America and Western Europe

Pure play retailers lead the way, with Shein's parent company making its mark

Offline expansion: Shein opens a permanent store in Tokyo's popular shopping district

Personalisation: Zalando uses curated recommendations to build efficiency and cut waste

Mobile apps: Uniqlo Malaysia introduces StyleHint app to encourage social empowerment

Livestreaming: Brands expand to livestreaming on social media to increase exposure in China

FUTURE DEVELOPMENTS

The recovery process is experiencing delays due to persistent challenges
Asia Pacific: Fuelling the growth of global apparel and footwear sales during 2022-2027
The dominance of e-commerce and the evolution of physical stores
Exploring the impact of virtual influencers in fashion beyond Asia

Could the Yeezy x adidas scandal make way for virtual influencers around the world? The transformative impact of generative AI on the fashion industry

New York hosts the first AI Fashion Week in 2023

CONCLUSION

Key takeaways that will shape the future of apparel and footwear retail Four trends shaping apparel and footwear e-commerce

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/where-consumers-shop-for-apparel-and-footwear/report.