

Apparel and Footwear Specialists in Spain

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Economic pressures put the brakes on the growth and recovery of apparel and footwear specialists

Second-hand market presents new competition as leading players pursue different strategies

Fast fashion grows despite environmental concerns

PROSPECTS AND OPPORTUNITIES

Sustainable fashion in focus as Zara Pre-Owned is launched

Players likely to focus on the customer experience to attract consumers into their physical stores

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