

# Apparel Accessories in Western Europe

March 2021

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Scope

Key findings

## REGIONAL OVERVIEW

Western Europe among the weaker performers over 2015-2020

2021's recovery to be followed by declining growth rates from 2022

Most countries with declining sales in 2020 due to COVID-19

Other apparel accessories "to the rescue"

Other apparel accessories sales rise, the remaining categories decline

Sales already in decline prior to COVID-19 in many countries

Apparel and footwear specialist retailers still the main sales channel...

...but e-commerce continues gaining, particularly in the pandemic

## LEADING COMPANIES AND BRANDS

Face mask sales increase fragmentation in 2020, if only temporarily

Leading players' shares hit by retail closures and booming face masks

Germany the main market for the bulk of the top 10 players

Primark and adidas moving up the rankings in 2020

## FORECAST PROJECTIONS

Positive growth expected in 2021...

...before a return to negative growth rates from 2022

## COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

Greece: Market Context

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UK: Market Context

UK: Competitive and Retail Landscape

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