

Lululemon Athletica Inc in Apparel and Footwear

April 2023

Table of Contents

INTRODUCTION

Scope

Executive summary

STATE OF PLAY

Top companies at a glance

lululemon athletica inc's global footprint

lululemon athletica inc continues to increase its presence outside of North America

Strong performance allows lululemon to gain shares over the historic period

Overview of lululemon athletica inc: product and brand coverage

EXPOSURE TO FUTURE GROWTH

China to become a stronger contributor for future growth

lululemon competes in the growing sports footwear category

COMPETITIVE POSITIONING

Competition gets tougher in sportswear as the category's performance attracts new entrants

lululemon athletica inc gets closer to its largest competitors

lululemon athletica inc strengthens its position in its main category, sports apparel

lululemon's pathway to the Top 10 of the sportswear industry

lululemon gains positions in core markets at a rapid pace

THE POWER OF THREE X2: LULULEMON'S PATH FORWARD

Power of Three X2, lululemon's strategic plan for the next five years

PRODUCT INNOVATION: GOING BEYOND THE CORE

Womenswear posts the majority of sales, as menswear continues to gain ground

Case study: Blissfeel running shoe, lululemon's first venture into sports footwear

Innovation and category expansion aligns with consumers' core lifestyles

CONSUMER EXPERIENCE: A COMMUNITY MINDSET

lululemon aims to grow both its in-store and digital channels

A community of loyal consumers (guests) support lululemon's strong performance

From product to service: MIRROR turns into lululemon Studio

lululemon's community engage both in-store and online

MARKET EXPANSION: ASIA PACIFIC AS THE MAIN TARGET

lululemon continues to expand its international presence

China set to become lululemon's second largest market

lululemon can tap into wellness trends to identify new market opportunities

IMPACT: PEOPLE AND PLANET

Be Human, Be Well, and Be Planet – lululemon's pillars for its sustainability agenda

From materials to circularity, lululemon commits to its sustainable goals

Case study: lululemon launches resale program Like New

KEY FINDINGS

Executive summary

APPENDIX

Projected company sales: FAQs

Projected company sales: FAQs

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 focussing 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/lululemon-athletica-inc-in-apparel-and-footwear/report.