

# Apparel and Footwear Specialists in Ireland

March 2024

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## Apparel and Footwear Specialists in Ireland - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Apparel and footwear specialists maintains double-digit growth

Experiential retail provides personalised shopping experiences

Penneys continues to invest in Irish operations

## PROSPECTS AND OPPORTUNITIES

Apparel and footwear specialists to see ongoing growth over the forecast period

Zara enters re-sale market in Ireland

Sportswear will continue to be a defining category for apparel and footwear retail

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Discounters' strong performance continues to shape grocery retail

Focus on sustainability across channels

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