Euromonitor International

Shein (Roadget Business) in Apparel and Footwear

March 2025

Scope
Executive summary
Top companies at a glance
Roadget Business Pte Ltd's global footprint
Company overview: Expanding beyond fashion into a marketplace model
Growth decomposition: Primarily driven by market share gains
Shein continues to benefit from consumers' tightened budgets and strong online sales
Milestones of Roadget Business Pte Ltd
Exposure to growth: In addition to the US, LATAM also poised to be a key driver of growth
Shein made its return to India in 2025 via a strategic partnership with Reliance Industries
Shein has had strong presence in the top markets set to drive apparel and footwear growth
The negative impact of US tariffs on Shein will not be significant enough in the short term
One month after tariff announcement, Shein's product prices remain unchanged in the US
The Children's Place launched a storefront on Shien in the US in 2024
Shein partners with Mexican fintech Stori to launch its first co-branded credit card in 2024
Projected rankings: Roadget Business set for continued slight rise up the ranking
R elative performance: Roadget Business achieves fastest growth amongst top players
Competitor overlap: Intensified competitiveness with fast fashion players
"Asia's Zara" Urban Revivo expands globally, opening its first US store in 2025
Key categories and markets: Leads in apparel accessories and thrives in the Americas
Key brands: Roadget Business maintains focus on its core brand, Shein
Shein rolled out the marketplace in 2023, to bring in extra revenue
Shein's apparel and footwear business remains dominated by its own brand in most markets
Deep dive into Shein marketplace in the US: Product portfolio in 2024
Deep dive into Shein marketplace in the US: Product revolution since 2021
Amazon eyes global expansion for "Amazon Haul", its Temu and Shein competitor
Shein's long-term growth challenges and the role of localisation in overcoming barriers
Exploring alternatives: Reducing Shein's reliance on China for apparel and footwear
Shein plans to make Brazil a manufacturing and export hub for the Latin America region
Key benefits of establishing Brazil as Shein's manufacturing hub in LATAM
Shein introduces "Quick Shop" with local warehouse shipments
Shein's logistics localisation : Partnering with local giants and emerging China-based firms
Shein strengthens localisation in South Korea by signing Korean actress as Dazy ambassador
Key findings
Projected company sales: FAQs (1/2)
Projected company sales: FAQs (2/2)

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/shein-roadget-business-in-apparel-and-footwear/report.