

Shein (Roadget Business) in Apparel and Footwear

March 2023

Table of Contents

INTRODUCTION

Scope

Executive summary

STATE OF PLAY

Top companies at a glance

Roadget Business Pte Ltd (owner of Shein)'s global footprint

Company overview

Shein's key milestones 2008-2022

Key reasons behind Shein's top competitiveness – affordability is crucial

Consumer spending power is limited by the worsened economic outlook and rising prices

Shein (Roadget Business) outperformed the market, while others suffer from rising costs

EXPOSURE TO FUTURE GROWTH

Leads in many American and European markets though with only one brand – Shein

Key categories and markets: A notable leader in apparel accessories

Expansion in the US, with notable opportunities in Latin America and smaller categories

Opportunities to expand in US childrenswear with growing interest in fashion

Expansion in Brazil with more pop-ups and pilot projects

Increased presence in Asia and Pacific with the first physical store opened in Japan

Projected rankings: It is challenging for Shein to move further up the list

COMPETITIVE POSITIONING

Shein is competing with both fashion companies and e-commerce platforms

Competitor overlap

Shein is testing various lines to establish a solid brand portfolio and explore new revenues (1)

Shein is testing various lines to establish a solid brand portfolio and explore new revenues (2)

Seeing the promising outlook for women's sports apparel, Shein joined the game

Which markets are most conducive to success for Shein's Luvlette lingerie line?

GEN Z-CENTRIC BRAND

Gen Z are worried about climate change, but cannot quit Shein

Shein's affordability wins low-income consumers in the US

A constant influx of new arrivals dominate frequent fashion shoppers' purchasing

Gen Z – the social media-savvy generation

Establish customer base and spread awareness by collaborating with local influencers

Gen Z increasingly participate in loyalty and subscription programmes, but...

...Is Shein's new membership programme a sound strategic move for the company?

DIGITALISATION EXPERTISE

Digitalisation is prioritised by Shein and also the wider fashion industry

DIGITALISATION EXPERTISE

On-demand design and production to avoid overstocked inventory

Shein partners with Klarna to provide BNPL service

Shein holds a virtual fashion show and enters the metaverse with Klarna

RISKS: CONTROVERSIES AND RISING COMPETITORS

An overview of the controversies surrounding Shein

Sustainable regulation is shaping up for fashion players

Reacting to the criticism surrounding its environmental practices, Shein embraces resale

Temu, Shein's serious emerging competitor, is rapidly growing in the US and beyond

Shein opens a permanent store in Harajuku, Tokyo's popular shopping district

Shein VS Temu: Comparison of the two hottest Chinese-owned e-commerce companies

Like Alibaba's expansion from Taobao to Tmall, Shein is likely to move to the mid-market

KEY FINDINGS AND WHAT'S NEXT

Executive summary

Conclusion: Top three priorities for Shein in preparation for a potential IPO

Shein's success story and challenges ahead: Key lessons for the fashion industry

APPENDIX

Projected company sales: FAQs

Projected company sales: FAQs

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