Euromonitor International

# Top Five Trends in Apparel and Footwear

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TOP FIVE TRENDS IN APPAREL AND FOOTWEAR

Scope
Our expert's view of apparel and footwear
Key findings

INTRODUCTION

Macro and climate forces continue to impact the outlook for fashion
Global sales experience subdued growth, amidst market uncertainty
Top five trends in apparel and footwear
Top five trends uncovered

ECONOMIC VOLATILITY AND IMPACT OF TARIFFS

Despite more resilience than expected in 2025, the global outlook remains fragile
As downside risks still dominate, market players seek to diversify their operations
ASICS to increase production from 30% to 40% in India, amidst regulatory changes
Shein is diversifying its export markets and regionalising its production hubs
Market players pursue geographic diversification to mitigate their risk

PRICE SENSITIVITY AND INTENTIONAL CONSUMPTION

Technology and price sensitivity fuel a rise in more intentional and rational consumption
Consumers increasingly prioritise a broad range of benefits when assessing value
Inditex Group is rolling out its budget Gen Z concept Lefties across Europe
H&M opens its first Beverly Hills store as it continues to elevate its shopping experience
Fashion players need to offer customers clear short- and long-term incentives

WELLNESS AND LONGEVITY: FASHION'S NEW FRONTIER

Holistic wellness and longevity are becoming a spending priority, across all age groups
Tech-driven wellness permeates fashion and leads to the exploration of new territories
Nike debuts " neuroscience-based" footwear and taps into the mind-body connection
ASICS walking shoes leverage the belief that good health is achieved through movement
The pursuit of holistic wellness and technology opens new horizons in fashion

SUSTAINABILITY REFRAMED

Amid volatility and geopolitical risks, is sustainability being pushed aside?
The industry shifts its approach to sustainability from cost centre to profit driver
Ralph Lauren brings resale in-house, taking back control of its heritage and brand value
Puma has boosted its profit margins through massive water-efficiency programmes
Sustainability as a business case to add new revenue streams and improve margins

AI AND THE SHIFT TO EXPERIENTIALISM

Digital transformations and AI are redefining shopping behaviours and strategies
The new retail playbook is about emotions, cultural relevance and capturing occasions
During Ramadan 2025, Lacoste Indonesia deployed AI-powered marketing assets
Nike reinterprets the sacred ritual of Cantonese soup-making through the lens of sports
Creating emotional connections becomes key to foster deeper brand loyalty

CONCLUSION

Top five trends in apparel and footwear: Future implications
Top five trends in apparel and footwear: Action to build resilience and unlock growth

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