

Apparel and Footwear Specialist Retailers in Lithuania

April 2022

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Apparel and Footwear Specialist Retailers in Lithuania - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Sales rise as consumers shop for apparel and footwear thanks to quarantine restrictions easing in 2021
Consumers adopt new shopping behaviour giving rise to e-commerce in 2021
Large new outlet centre with apparel and footwear specialist retailers opens in 2021

PROSPECTS AND OPPORTUNITIES

Sales will grow but e-commerce to benefit from hybrid working model during the forecast period
New technology set to boost sales in e-commerce during the forecast period
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What next for retailing?

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