

World Market for Apparel and Footwear

May 2022

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STATE OF THE INDUSTRY

The fashion industry shows signs of a faster than expected rebound...

... but the ongoing uncertainty in Europe is further disrupting the world's economy

The UAE continues to have by far the highest per capita spend

An uneven recovery in terms of geographies, categories and value segments

No signs of slowdown in sportswear demand

US and China combined to drive global value growth through to 2026

E-commerce and digital transformation continue to accelerate after the pandemic

COVID-19: A catalyst for a stronger move towards sustainable fashion?

LEADING COMPANIES AND BRANDS

Despite strong M&A activity since the COVID-19 outbreak, the industry remains fragmented

Top players have shifted their focus to their DTC operations since the COVID-19 outbreak

Chinese players dominate the ranking of the fastest growing fashion companies

Anta has built up a brand portfolio that spans a wide range of prices and functions

The Chinese sportswear giant keeps gaining share at home while eyeing global expansion

Taking the fashion industry by storm, Shein has become a Gen Z favourite in Europe and US

Shein connects over 6,000 Chinese garment factories through a proprietary software

TOP FIVE TRENDS SHAPING THE INDUSTRY

Examining five trends shaping apparel and footwear

Home-centric lifestyles are fuelling a higher acceptance of casual clothes at work

Consumers' growing desire to escape in nature drives demand for outdoor and functionality

Inditex launches the Oysho smart jacket to appeal to the hybrid working consumer

Lululemon expands into footwear and launches the "sneakers for feel"

New consumer behaviour shapes future retail strategies

Nike focuses on DTC and experiential shopping to boost brand desirability

Westside has launched an option for video chats with local stores in tier-1 cities in India

The adidas DXB store mixes tech and non-tech features to offer a unique retail experience

Digitalisation is changing the industry

Fashion players are getting ready for the Metaverse and the D2A commerce revolution

Levi's uses AI across its business, from pricing and shipping decisions to AI-powered designs

Electric/City: Selfridges captures Pokémon fans through a unique 3D shopping experience

Decentraland hosts the first Metaverse Fashion Week #MVFW

The pandemic has exposed the limits of the fashion industry's globalised supply chains

Diversification and proximity manufacturing to control production and transport costs

Micro-fulfilment centres and on-demand production for greater agility and personalisation

Alibaba Xunxi Digital Factory brings data-driven on-demand production to apparel SMEs

"Textile Valley" aims to make Hauts-de-France an attractive textile production hub in Europe

Sustainability and purpose: Growing pressure from consumers and regulators

Diversity, equity and inclusion: The industry is fully aware of the need to change...

Many brands still fail in their diversity efforts

All top five industry players are upping their green commitments

Green initiatives drive recycled and plant-based material innovations

Japanese start-up Spiber Inc produces vegan "silk" and "wool" out of "brewed protein"

The Jeans Redesign project: A cross-industry initiative to kickstart fashion's circular journey

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Seeking growth opportunities beyond China

US cities outside NYC and LA: Prime targets for retail expansion
Fashion beyond ownership likely to boom in the hard times ahead
Cocoon's luxury handbags rental service is emblematic of changing consumer demands
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