Hosiery in Germany - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Sheer hosiery records substantial growth as pandemic restrictions ease
adidas maintains leadership of hosiery with its non-sheer offer
Online shopping remains strong in 2022 despite stores reopening

PROSPECTS AND OPPORTUNITIES
Shapewear brands to inspire further development of functional hosiery
Hosiery specialists diversify through premiumisation and statement styles
Hosiery prices expected to further increase over the forecast period

CATEGORY DATA
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Apparel and Footwear in Germany - Industry Overview

EXECUTIVE SUMMARY
Apparel and footwear in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA
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SOURCES
Summary 1 - Research Sources
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