

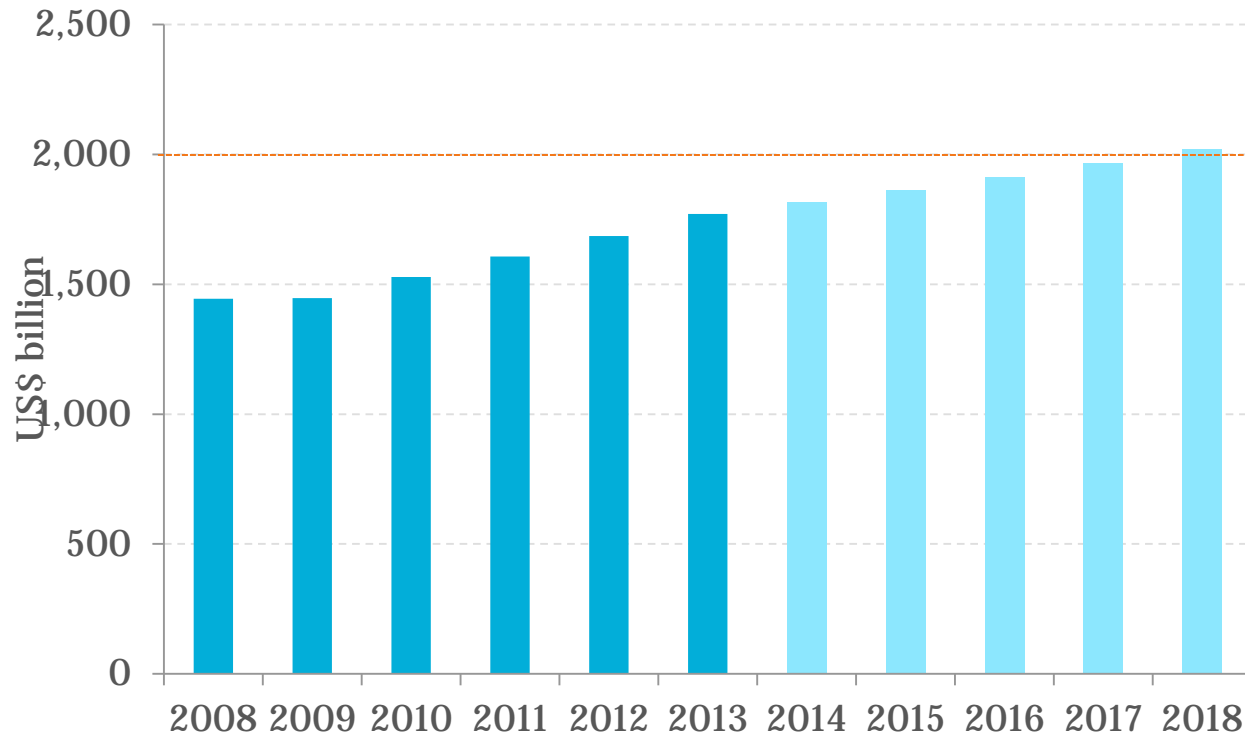


# **KEY HIGHLIGHTS FROM EUROMONITOR'S APPAREL AND FOOTWEAR RESEARCH 2014**

MARCH 2014

# ONWARDS AND UPWARDS FOR GLOBAL MARKET

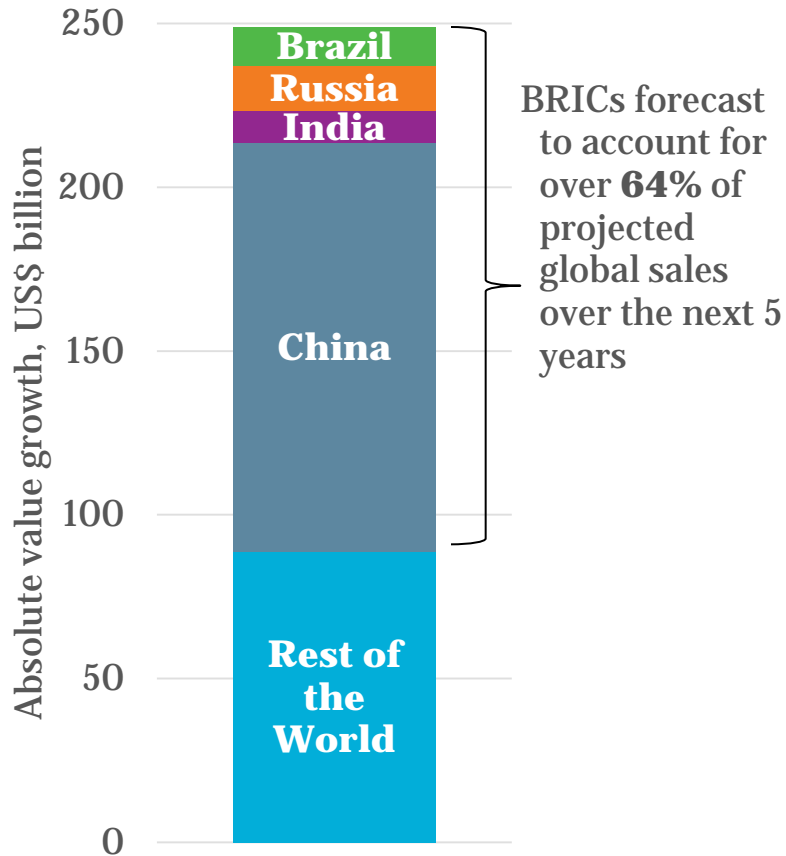
## Global Apparel and Footwear Market Value Sales 2008-18



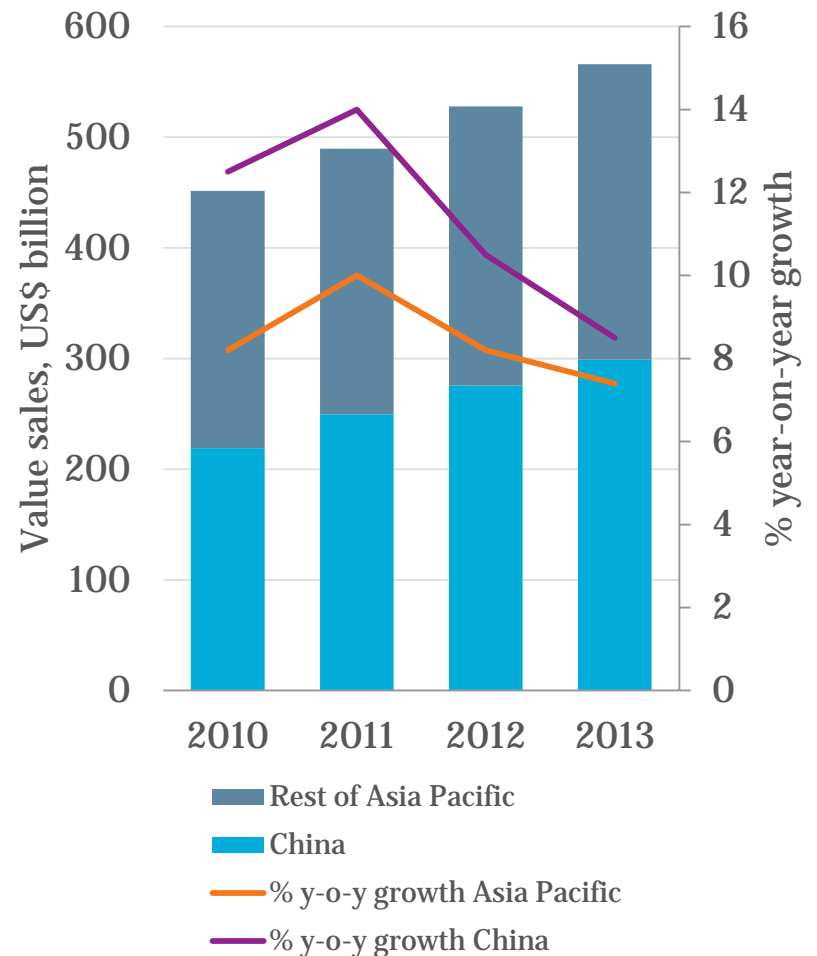
GLOBAL APPAREL  
AND FOOTWEAR  
SALES TO HIT US\$2  
TRILLION MARK BY  
2018

# AN UNHEALTHY BRIC OBSESSION

### Global Apparel and Footwear Growth Forecast 2008-2013



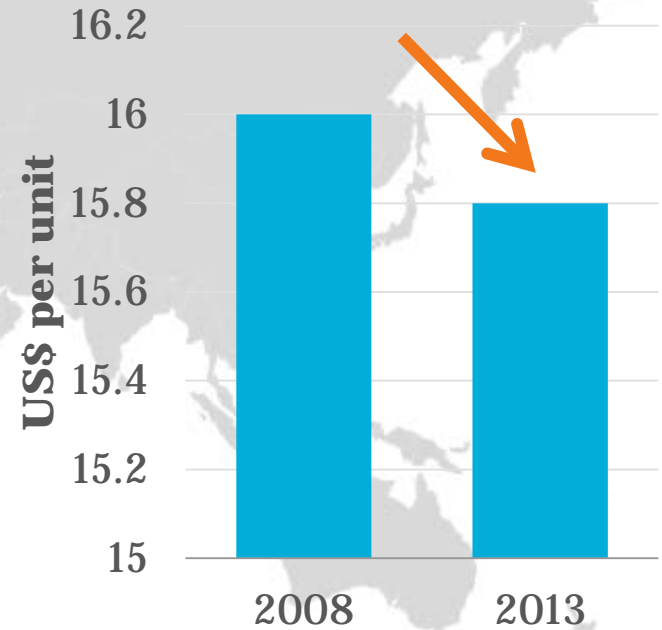
### China Slowdown Hits Regional Growth



# THE DOWNWARD PRICE SPIRAL

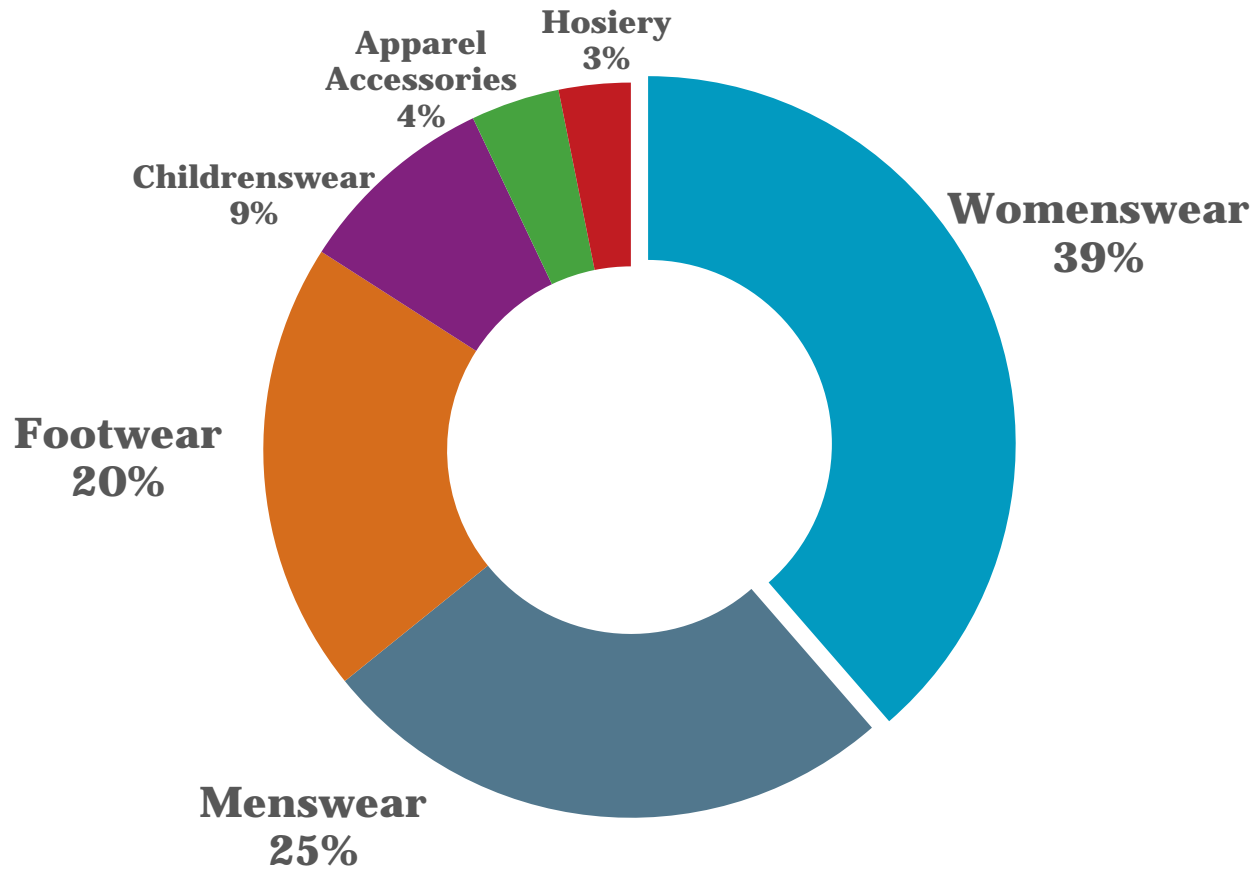


**Average Unit Price  
2008/2013**



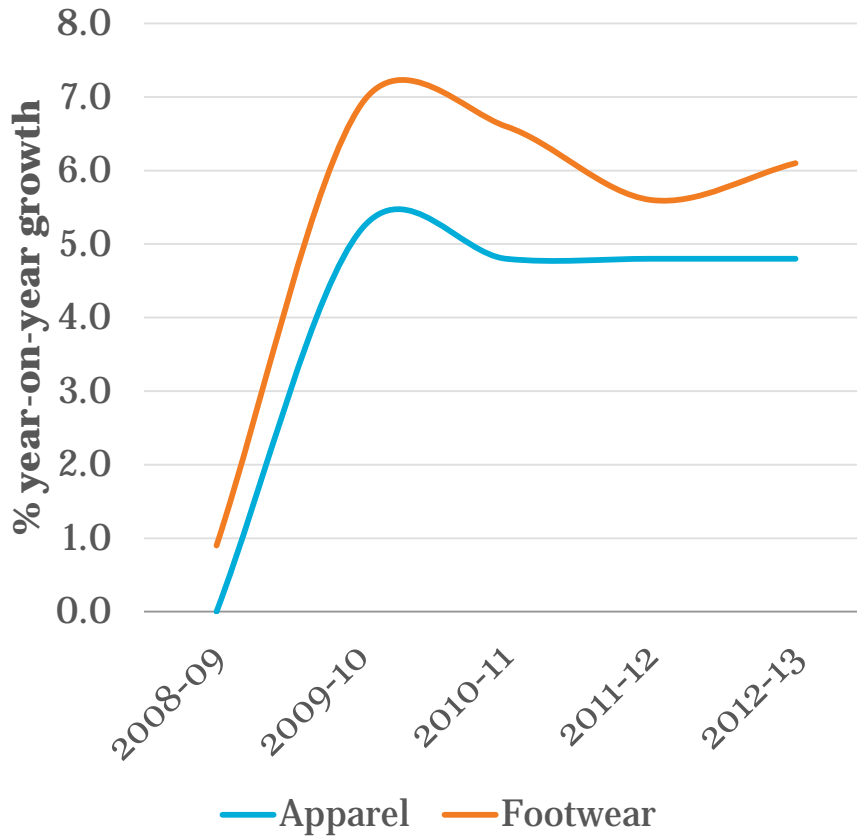
# GLOBAL APPAREL AND FOOTWEAR MARKET COMPOSITION

## Global Sales Breakdown by Category 2013



# FOOTWEAR GROWTH SHOWS STRONGER RESILIENCE THAN APPAREL

## Footwear vs Apparel Value Growth 2008-2013



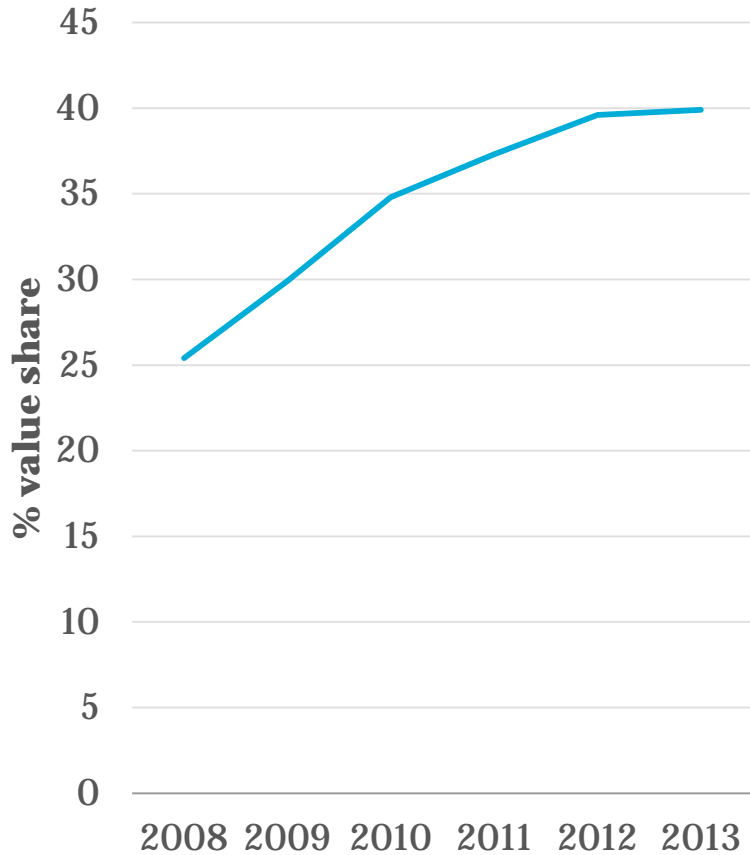
Statement shoes



Sports footwear

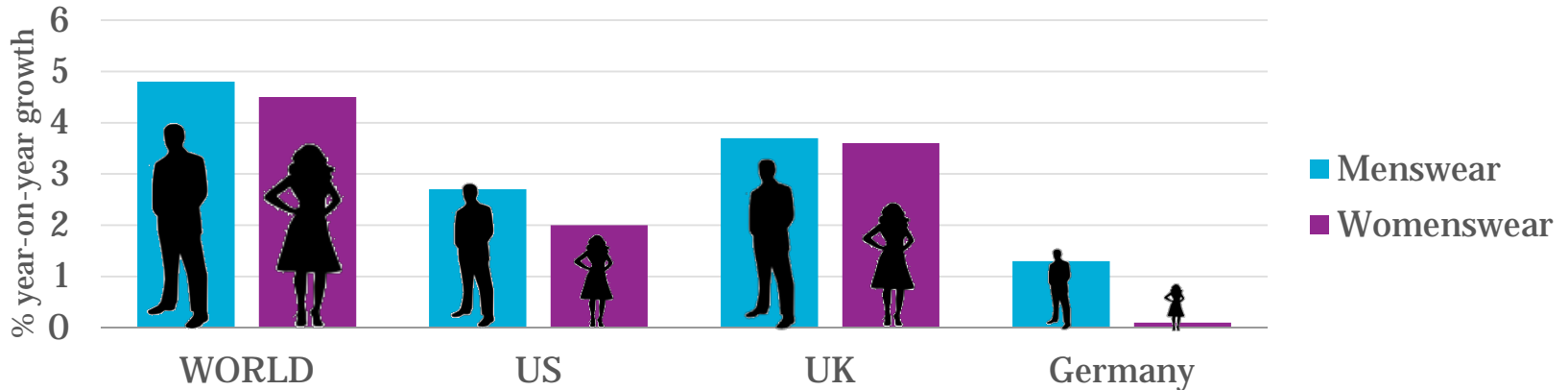
# CHILDRENSWEAR GROWTH BENEFITS ECONOMY AND PREMIUM BRANDS

**UK: Private Label Brand Share of Childrenswear 2008-2013**



# THE GLOBAL MENAISSANCE GATHERS MOMENTUM

## 2013: Menswear Outperforms Womenswear in Key Markets



Personal grooming + appearance on the rise

Internet: a key educational and transactional platform

Standalone stores + dedicated fashion weeks





# ONLINE FASHION SEES A WHIRLWIND OF INNOVATION

## DENIM

Trying before buying  
Online fitting guidance

JEANOGRAPHY

FIND YOUR  
PERFECT PAIR

FIND YOUR  
PERFECT JEANS

PEAR

CURVY

BOYISH



# DONNA IDA

## LINGERIE

Skip the Dressing  
Room Drama

*Try on beautiful bras at home for free.*

GET FITTED NOW >

Data gathering to  
perfect fit  
Personalised  
experiences

# TRUE

TRUE & CO.

## MENSWEAR

The fit starts here.

# BONOBOS

## TRUMAKER

Better shirts,  
built just for you.

SIGN UP

Simplicity in  
experience is key  
Tailored products  
benefit from offline  
initiatives

## ADDITIONAL RESOURCES

- Apparel and Footwear Blog <http://blog.euromonitor.com/clothing-and-footwear/>
- Apparel and Footwear Report Store <http://www.euromonitor.com/apparel>
- Euromonitor on LinkedIn <http://www.linkedin.com/company/euromonitor-international?trk=biz-companies-cym>
- Euromonitor on Twitter <https://twitter.com/euromonitor>