



**Euromonitor
International**

Apparel Accessories in Australia

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Return to low growth for apparel accessories in 2024
Shein sets trends and responds to consumer demand within mass segment at rapid pace
Gulf between ultra-fast and slow fashion presents challenge within apparel accessories

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Further scrutiny of discretionary spend likely to impact future category sales
Climate change, casualisation and economic pressures to pose challenges
Online/offline to continue to blur boundaries as brands seek further customer engagement

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Apparel and Footwear in Australia - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear impacted by challenging economic conditions in 2024
Market polarisation, DEI and sustainability emerge as key trends in 2024
Mergers and disruptive DTC models shape competitive landscape
E-commerce continues to evolve in Australia, responding to consumer demand and shaping trends that echo across the industry
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/apparel-accessories-in-australia/report.