



# Apparel Accessories in Canada

February 2026

Table of Contents

## [Apparel Accessories in Canada - Category analysis](#)

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Canada's apparel accessories market shifts from marginal growth to luxury opportunity

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Marginal growth amidst economic headwinds and shifting consumer behaviour

Other apparel accessories sees dynamic growth as second-hand market grows

Chart 2 - Goodwill Industries Expands Locations in 2025

Sustainability drives growth in apparel accessories

#### WHAT'S NEXT?

Luxury brands drive growth with unique value propositions

Chart 3 - Analyst Insight

Sustainability and second-hand trends reshape consumer behaviour

E-commerce continues to drive innovation and growth

#### COMPETITIVE LANDSCAPE

Private label dominates as challengers gain traction

Chart 4 - A Bathing Ape: Japanese Streetwear Brand Enters Canada

Prada acquires Versace brand

#### CHANNELS

Offline retail maintains lead but eroded by e-commerce gains

E-commerce drives innovation and growth

#### PRODUCTS

Innovative launches and expansion boost market presence

Chart 5 - Canadian Mountain Bike Apparel Brand, Akta, Launches Gloves with Sustainable Fabric

#### COUNTRY REPORTS DISCLAIMER

## [Apparel and Footwear in Canada - Industry Overview](#)

### EXECUTIVE SUMMARY

Apparel and footwear market sees modest gains as macroeconomic pressures ease

### KEY DATA FINDINGS

Chart 6 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Lower inflation and interest rates boost consumer spending

Chart 7 - Shapermint: US-based Women's Underwear Brand Launches in Canada

Mine & Yours launches pop-ups to cater to resale trend

Chart 8 - Mine & Yours: Canadian Luxury Resale Player Launches Resale Pop-Ups

Market dynamics driving success for challenger brands

#### WHAT'S NEXT?

AI adoption to drive market evolution

Chart 9 - Analyst Insight

Rising incomes fuel luxury market expansion

Sustainability drives brand appeal among Generation Z consumers

Apparel maintains dominance as largest category  
Sportswear will remain the fastest growing category

## COMPETITIVE LANDSCAPE

Lululemon and private label lead with strong brand presence  
Gildan Activewear and Hanesbrands merger creates new entity

## CHANNELS

Offline retail dominates despite ecommerce growth  
E-commerce emerges as fastest-growing channel with strong sales

## PRODUCTS

Hugo Boss launches new store and capsule collection  
Prada advances sustainability with Re-Nylon collection  
Joe Fresh responds to value-driven demand with Spring 2025 collection

## ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030  
Chart 11 - PEST Analysis in Canada 2025

## CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Canada 2025  
Chart 13 - Consumer Landscape in Canada 2025

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/apparel-accessories-in-canada/report](http://www.euromonitor.com/apparel-accessories-in-canada/report).