



Euromonitor  
International

# Competitor Strategies in Apparel and Footwear

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## INTRODUCTION

Key findings

Fashion is caught in the storm of Trump's tariffs, trade wars and climate change

## INDUSTRY OVERVIEW

Global market poised for slow growth in the face of uncertainty

APAC set to contribute 33% of value growth in global sales over 2024-2029

Childrenswear and sportswear continue to outperform the wider industry

## COMPETITIVE LANDSCAPE

Companies at a glance

Top companies in apparel and footwear

M&A remains very influential in a volatile market, as businesses seek growth and scale

Anta acquires Jack Wolfskin to strengthen its position in the European outdoor market

## NAVIGATING UNCERTAINTY AND TARIFF TURMOIL

Trump's agenda has far-reaching implications for the US market and beyond

Market players realign global trade and supply chains to mitigate their risks

Shein returned to India in early 2025 and aims to open an export hub in Brazil by 2026

adidas launched its latest 3D printed Climacool shoe globally in May 2025

## EXPANDING MARKET REACH

Emerging markets to drive global growth in apparel and footwear

Cos (H&M Group) to open its first boutique in New Delhi, India, in autumn 2025

Primark is set to open its first four stores in the GCC region, in Kuwait City and Dubai, by 2026

Hyper-segmentation: Leveraging diverse consumer needs to unlock growth

From Burberry to Miu Miu, luxury brands increasingly tap into the Boomers opportunity

## REWRITING THE RETAIL PLAYBOOK

Investing in social commerce and AI-powered tools is a "must" to drive engagement

Zalando launches generative AI-powered fashion assistant across 25 countries

Delivering value through more holistic high-touch shopping experiences

HOKA hosted a HOKA Run Stop Corner Shop in Shoreditch, London

Louis Vuitton buoys brand experience with "The Louis" ship-shaped flagship in Shanghai

## BANKING ON EXPERIENCE-LED GROWTH

Consumers increasingly prefer experiences over tangible goods

Brands need to redefine their value around personalisation, wellness and lifestyle

Zara has launched a "Travel Mode" feature on its mobile app

Dolce & Gabbana takes over the San Domenico Palace in Sicily, for the summer 2025

Selfridges rewards time spent in its stores and plans to open a private members' club

## ADDING VALUE THROUGH SUSTAINABILITY

Brands to rethink their models because of sustainability-related laws, especially in EU

Companies can leverage sustainability for story telling and long-term value creation

In late 2024, US-based retailer Target voluntarily rolled out digital IDs on its garments

Mango announces partnership with Circulose in June 2025, to scale recycled fibres

## CONCLUSION

Key findings

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.

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