

Apparel and Footwear: Beyond the Pandemic

February 2022

Table of Contents

Scope

Key findings

The World Beyond the Pandemic: The Big Picture

Future of globalisation

Future of work and education

Future priorities and preferences

What does the World Beyond the Pandemic mean for apparel and footwear?

How COVID-19 changed apparel and footwear

Routes to disruption

Long-term impacts of COVID-19 on apparel and footwear

Accelerated digitalisation: from e-commerce to the Internet of Things

Supply chains reboot: e fforts to diversify sourcing to change the manufacturing landscape

Supply chains reboot: boosting digitalisation across the supply chain

Towards more circularity: the pressure from consumers and regulators grows

Major behavioural shifts shaping long-term consumption

Home-centric lifestyles force fashion players to rethink their engagement strategies

Focus on physical and emotional wellbeing: demand for comfort and versatility here to stay

Digital living: from direct-to-consumer (D2C) to direct-to-avatar (D2A)

Social and environmental responsibility: now at the top of the fashion agenda

Challenges to overcome

Key areas of opportunity

Companies are meeting the needs of consumers using various strategies

adidas increases its focus on DTC strategy to boost its brand desirability

H&M Group pushes international expansion of Sellpy in the midst of COVID-19

Walmart offers virtual fitting room Zeekit and ThredUp second-hand items to crack fashion

C&A: initiative to reshore production to Germany and gain in agility

Gap Inc: E-commerce growth creates the need for more automated distribution centres

Amazon and Uniqlo explore micro-fulfilment and on-demand production

Nike and Roblox create a virtual world called Nikeland

Start-up Genies is creating an avatar platform where users can buy and sell digital items

Apparel and footwear beyond the pandemic

Key learnings for apparel and footwear

Become tomorrow's next leader

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-and-footwear-beyond-the-pandemic/report.