



# Shein (Roadget Business) in Apparel and Footwear

March 2025

Scope

Executive summary

Top companies at a glance

Roadget Business Pte Ltd's global footprint

Company overview: Expanding beyond fashion into a marketplace model

Growth decomposition: Primarily driven by market share gains

Shein continues to benefit from consumers' tightened budgets and strong online sales

Milestones of Roadget Business Pte Ltd

Exposure to growth: In addition to the US, LATAM also poised to be a key driver of growth

Shein made its return to India in 2025 via a strategic partnership with Reliance Industries

Shein has had strong presence in the top markets set to drive apparel and footwear growth

The negative impact of US tariffs on Shein will not be significant enough in the short term

One month after tariff announcement, Shein's product prices remain unchanged in the US

The Children's Place launched a storefront on Shien in the US in 2024

Shein partners with Mexican fintech Stori to launch its first co-branded credit card in 2024

Projected rankings: Roadget Business set for continued slight rise up the ranking

Relative performance: Roadget Business achieves fastest growth amongst top players

Competitor overlap: Intensified competitiveness with fast fashion players

"Asia's Zara" Urban Revivo expands globally, opening its first US store in 2025

Key categories and markets: Leads in apparel accessories and thrives in the Americas

Key brands: Roadget Business maintains focus on its core brand, Shein

Shein rolled out the marketplace in 2023, to bring in extra revenue

Shein's apparel and footwear business remains dominated by its own brand in most markets

Deep dive into Shein marketplace in the US: Product portfolio in 2024

Deep dive into Shein marketplace in the US: Product revolution since 2021

Amazon eyes global expansion for "Amazon Haul", its Temu and Shein competitor

Shein's long-term growth challenges and the role of localisation in overcoming barriers

Exploring alternatives: Reducing Shein's reliance on China for apparel and footwear

Shein plans to make Brazil a manufacturing and export hub for the Latin America region

Key benefits of establishing Brazil as Shein's manufacturing hub in LATAM

Shein introduces "Quick Shop" with local warehouse shipments

Shein's logistics localisation : Partnering with local giants and emerging China-based firms

Shein strengthens localisation in South Korea by signing Korean actress as Dazy ambassador

Key findings

Projected company sales: FAQs (1/2)

Projected company sales: FAQs (2/2)

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