



Apparel Accessories in Australia

December 2025

Table of Contents

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Polarisation, tech advancements and sustainable developments drive category

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Premium and budget brands thrive amid market polarisation

Other apparel accessories drives sales with diverse offerings

Mosaic Brands Ltd's administration highlights mid-tier struggles

Chart 2 - Mosaic Brands Enters Administration, Closing 650+ Stores

WHAT'S NEXT?

Ongoing polarisation to see premium and budget brands continue driving growth

E-commerce to be supported by technological advancements

Sustainability to shape future development

Chart 3 - Analyst Insight

COMPETITIVE LANDSCAPE

Leading brands maintain appeal through innovation and pricing

CHANNELS

Retail e-commerce drives sales of apparel accessories through convenience

AI-powered personalisation transforms online shopping experiences

Chart 4 - Threadicated Debuts AI-Powered "Personalised Store"

Emerging brands leverage social media for growth

PRODUCTS

Samsara's enzymatic recycling technology drives eco-friendly innovation

Chart 5 - Samsara Scales Up Enzymatic Recycling

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

Modest growth amidst economic pressures and shifting consumer values

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation drives value sales growth in Australia

Jeanswest closes stores as mid-priced brands struggle

Chart 7 - Jeanswest Closes All 90 Stores in 2025

Sustainability and technology drive industry forward

WHAT'S NEXT?

Consumers to drive polarisation and sustainability in apparel and footwear

Sportswear to remain dynamic performer, driven by functionality and sustainability

COMPETITIVE LANDSCAPE

Nike and adidas lead through innovation and brand equity

Emergence of niche brands adapting to specific consumer segments
Australian Fashion Council invests in innovative partnership with Epson

CHANNELS

Retail e-commerce leads distribution as consumers seek convenience

Chart 8 - Analyst Insight

AI-driven innovations elevate online shopping experience

Chart 9 - THE ICONIC Introduces AI-Powered Virtual Try-On

PRODUCTS

Sustainability and inclusivity drive product innovation

Chart 10 - Samsara Partners with lululemon to Launch Enzymatically Recycled Performance Apparel

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Australia 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Australia 2025

Chart 14 - Consumer Landscape in Australia 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-australia/report.