



Euromonitor
International

Where Consumers Shop for Apparel and Footwear

September 2026

Key findings

Key facts to share

STATE OF THE INDUSTRY

Geopolitical forces impact on the world economy and the fashion industry?

Fashion poised for slow and uneven growth as unpredictability becomes the new norm

Sportswear continues to outperform the wider industry

Slow global growth and uneven prospects across regions: A challenging path ahead

Omnichannel strategies increasingly leverage “store theatre” to boost sales on and offline

E-commerce: Diverse and uneven growth opportunities across regions

OFFLINE RETAIL

The new retail playbook is about emotions, cultural relevance and capturing occasions

Brick-and-mortar stores continue to hold a strong appeal for consumers

Sports goods stores and off-price channels are the fastest growing offline channels

Experience-led consumption continues to shape retail strategies

Apparel and footwear specialists benefit from greater DTC focus

OFFLINE RETAIL: APPAREL AND FOOTWEAR SPECIALISTS

lululemon is actively expanding its presence in EMEA with new flagship stores

Inditex and Fast Retailing bank on physical stores to conquer the US market

Anta Group elevates its core brand as it opens flagship stores in Paris and Beverly Hills

OFFLINE RETAIL: SPORTS GOODS STORES

Sports goods stores: Slowing but continuous growth thanks to major chains' innovation

Decathlon builds communities to foster loyalty and generate new revenue streams

Dick's Sporting Goods Inc acquired Foot Locker in 2025, tripling its store count

OFFLINE RETAIL: DEPARTMENT STORES

Department stores: Diverging growth path between standard and high-end destinations

Galleries Lafayette is set to open a second flagship store in India, by late 2026

Nordstrom bounces back thanks to experiential shopping and “Nordstrom Rack”

RETAIL E-COMMERCE

E-commerce: Continued growth for apparel and footwear

The global e-commerce landscape offers uneven growth opportunities across regions

ASOS explores physical retail opportunities after the success of its recent pop-ups

AI systems to increasingly sit between consumers, brands and retailers

AI is rapidly changing fashion shopping and discovery, in many ways

JD launches AI-powered checkout in the US, to pioneer agentic commerce

Douyin is expanding its quick commerce and AI footprint and gaining share over Tmall

AI will increasingly reshape the global fashion e-commerce landscape

CONCLUSION

Developing markets will offer a strategic opportunity for fashion brands and retailers

Retail will further evolve into third spaces and immersive experiences

Consumers will move increasingly fluidly between new and pre-owned fashion

Experience-led spaces will become the future of fashion retail

Recommendations/How to win

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spanning 210 national markets.

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- **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.
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/where-consumers-shop-for-apparel-and-footwear/report.