



Euromonitor
International

The World Market for Apparel and Footwear

March 2026

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Wellness, Gen AI and consumers' interest in home decor drive fashion innovations

STATE OF THE INDUSTRY

Global market poised for slow growth amid volatile market conditions

The UAE had the highest per capita spend in 2025

APAC, Latin America and Middle East and Africa will be key contributors to global growth

Emerging economies become focal points for international expansion and growth

H&M launches first store in Brazil with plans to open more and grow local production

Childrenswear and sportswear continue to outperform the wider industry

Nike widens its reach among young female consumers with Skims and Aritzia collabs

Demographic shifts and income disparities intensify the divide among consumers

Market polarisation accelerates with luxury resilience and strong demand for value

To survive, mid-market brands need to redefine their value proposition in US and Europe

Inditex leverages multi-brand portfolio strategy to weather market polarisation

COMPANIES AND PRODUCTS

2025 sees ranking movements among the top 10 companies in apparel and footwear

Shein is quickly diversifying its retail and manufacturing strategies

Fast Retailing announces ambitious expansion plans for Uniqlo in North America

Performance sportswear, core luxury and private label among fastest growing players

On and Hoka brands soar through performance-led and community-driven narratives

PE deals in M&As and IPOs to gain influence as uncertainty persists

Anta acquires 29% of Puma, to boost its global multi-brand expansion strategy

CHANNELS

E-commerce increasingly saturated in mature markets, but still growing globally

E-commerce: Diverse and uneven growth opportunities across regions

Consumers increasingly turn to s-commerce for short, fun and personalised content

TikTok Shop has launched in Brazil and Japan, and is expanding actively in Europe

Physical stores remain paramount to build brand recognition and trust

Onitsuka Tiger taps into tourism-driven retail with new Omotesando flagship store

On AG opens its first store in Mexico City, in the upscale neighbourhood of Polanco

FUTURE OUTLOOK

Better consumer segmentation will become critical to win across markets

NewMe grows rapidly in India with its value proposition targeting female Gen-Z

Chinese players elevate the "Made in China" label and accelerate global expansion

Urban Revivo has opened flagship stores in prime locations in London and New York

Gen AI-powered search and agentic AI: New gateways between shoppers and brands

Gen AI will generally reshape competitive advantage in the fashion industry

PayPal becomes the first digital wallet integrated into ChatGPT's Instant Checkout

Sustainability as revenue opportunity and a strategy to drive innovation and efficiencies

Resale will become an integral part of the broader fashion ecosystem

With RE/Style, Vinted shifts from value-driven resale marketplace to fashion curator

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