



Apparel and Footwear Specialists in India

March 2024

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Apparel and Footwear Specialists in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Major apparel and footwear specialist focuses on premium Indian traditional wear
Major players collaborate with top designers
Major players are coming up with tech-enabled interventions at multiple consumer touchpoints

PROSPECTS AND OPPORTUNITIES

E-commerce will act as strong competition, with a move to omnichannel expected
Experiential shopping will be critical to attract consumers to stores
Major store-based players will look to expand in small towns

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Omnichannel experience becomes key for both offline as well as offline retailers
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