

Womenswear in the Czech Republic

November 2023

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Womenswear in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite of a drop in 2023, womenswear remains above the 2019 pre-pandemic retail current value sales level

Victoria's Secret finally opens its first store in the Czech Republic in May 2023

Menstrual panties gaining wider consumer base

PROSPECTS AND OPPORTUNITIES

Women's leggings to see the highest retail value CAGR over the forecast period

Fast-fashion for women is expected to gain traction despite environmental and sustainability issues

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