



# Apparel and Footwear Specialists in the US

March 2024

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## Apparel and Footwear Specialists in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

2023 is a mixed bag for apparel and footwear specialists in the US  
TJX's discount model continues to outperform competitors  
Shein partners with Forever 21 to experiment with in-store retail

#### PROSPECTS AND OPPORTUNITIES

Even as sales decline, many apparel and footwear specialists plan to add US stores  
Apparel rental will gather steam as a retail model  
Claire's finds success with omnichannel retail

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## Retail in the US - Industry Overview

### EXECUTIVE SUMMARY

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E-commerce marketplaces with ties to China make a huge impact in the US in 2023  
The proposed Kroger-Albertsons merger hits a snag  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
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Seasonality  
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