

# Fast Retailing Co Ltd in Apparel and Footwear

September 2022

Table of Contents

## INTRODUCTION

Scope  
Executive summary

## STATE OF PLAY

Top companies at a glance  
Fast Retailing Co Ltd 's global footprint  
Company overview  
Growth decomposition

## EXPOSURE TO FUTURE GROWTH

Exposure to growth  
Projected rankings

## COMPETITIVE POSITIONING

R elative performance  
Competitor overlap increases with Nike and adidas  
Key categories and markets  
Fast Retailing aims to strengthen its foothold in Asia and further expand in North America  
Key brands  
Uniqlo remains the core brand at the centre of the company's offering

## BUILDING A CUSTOMER-CENTRIC AND SOCIALLY RESPONSIBLE BUSINESS

Crisis in Europe causes new disruptions to apparel and footwear industry  
Consumers looking for personalised offers  
Uniqlo pursuing demand-driven solutions to capture market share  
FRC sets a goal to make e-commerce its main business...  
...while harnessing strength from strong physical retail presence  
FRC's contribution to communities  
FRC's environmental action

## KEY FINDINGS

Key findings

## APPENDIX

Projected company sales: FAQs (1/2)  
Projected company sales: FAQs (2/2)

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **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.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

---

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/fast-retailing-co-ltd-in-apparel-and-footwear/report](http://www.euromonitor.com/fast-retailing-co-ltd-in-apparel-and-footwear/report).