



Apparel Accessories in Western Europe

March 2021

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Key findings

REGIONAL OVERVIEW

Western Europe among the weaker performers over 2015-2020

2021's recovery to be followed by declining growth rates from 2022

Most countries with declining sales in 2020 due to COVID-19

Other apparel accessories "to the rescue"

Other apparel accessories sales rise, the remaining categories decline

Sales already in decline prior to COVID-19 in many countries

Apparel and footwear specialist retailers still the main sales channel...

...but e-commerce continues gaining, particularly in the pandemic

LEADING COMPANIES AND BRANDS

Face mask sales increase fragmentation in 2020, if only temporarily

Leading players' shares hit by retail closures and booming face masks

Germany the main market for the bulk of the top 10 players

Primark and adidas moving up the rankings in 2020

FORECAST PROJECTIONS

Positive growth expected in 2021...

...before a return to negative growth rates from 2022

COUNTRY SNAPSHOTS

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Austria: Competitive and Retail Landscape

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Denmark: Competitive and Retail Landscape

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UK: Competitive and Retail Landscape

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