

**GESAMTMASCHE**

# Supporting Apparel Industry in a Time of Change: Key Lessons for COVID-19 response

Euromonitor for Gesamtmasche and its members

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# OVERVIEW

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1. IMPACT OF CORONAVIRUS ON APPAREL INDUSTRY
2. CONSUMER BEHAVIOUR AND PATTERNS
3. E-COMMERCE TRENDS
4. VALUE CHAIN STRATEGIES
5. Q&A SESSION: DATA FOR DACH

## Recovery Is a Myth – Industry Transformation the Reality

## Purchase with Purpose

- Personalisation
- Digitisation
- Sustainability
- Failing that – Value-For-Money

## Supply Chains Reinvented

- Industry consolidation
- Emergency of Online Giants
- Proximity Supply Chains

# Report „The Impact of Coronavirus on Apparel and Footwear“

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<https://www.euromonitor.com/the-impact-of-coronavirus-on-apparel-and-footwear/report>

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