GESAMTMASCHE

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

Euromonitor for Gesamtmasche and its members

Grant Budding, Hugo Ribeiro, Mirela Kadic



OVERVIEW

- 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"

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



EUROMONITOR TEAM

Grant Budding

Senior Consultant – Public Sector and Professional Services

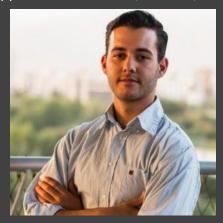


Grant.budding@euromonitor.com

https://www.linkedin.com/in/gbudding/

Hugo Ribeiro

Senior Research Analyst DACH – Apparel and Footwear, Fashion, Luxury,



Hugo.ribeiro@euromonitor.com

https://www.linkedin.com/in/hugome squitaribeiro/

Mirela Kadić

Account manager – Trade and Government



mirela.kadic@euromonitor.com

https://www.linkedin.com/in/mirelakadi%C4%87/