



Euromonitor  
International

# Inditex, Industria de Diseño Textil SA in Apparel and Footwear

April 2023

Table of Contents

## INTRODUCTION

Scope  
Executive summary

## STATE OF PLAY

Inditex's global footprint: Western Europe retains sales strength  
Company overview  
Increase in market share in line with positive market growth  
European crisis leads to mass inflation and disruption of the global economy  
The cost of raw materials extensively impacts performance

## EXPOSURE TO FUTURE GROWTH

Zara continues to be the top performer in Inditex's portfolio

## COMPETITIVE POSITIONING

Key categories and markets  
Inditex maintains a diverse market positioning  
Market footprint  
Spain continues to be Inditex's strongest territory  
Price increases in the face of inflation  
Merging fashion and lifestyle – repositioning Zara Home within Zara  
The introduction of Massimo Dutti Studio  
Zara Beauty

## COMPETITIVE POSITIONING

Top companies at a glance – Inditex continues stronghold in top three performers  
Trend-conscious products and diverse consumer profiles contribute to Inditex's strength  
Projected rankings  
Competitor overlap  
Fast-growing competitor – Shein (Roadget Business)

## SUSTAINABILITY EFFORTS

Current sustainability strategies  
Facing industry-wide regulations  
Join Life – An Inditex initiative  
Learning from Mango – Proactivity in the wake of legislation  
Navigating the carbon footprint impact of online returns  
ZARA Pre-Owned  
The Laundry by Zara Home  
Zara's carbon emissions design capsule

## DIGITAL INNOVATION STRATEGIES

Omnichannel selling strategies  
AR-bolstered sales  
Inditex in the metaverse

## KEY FINDINGS

Key findings

## APPENDIX

Projected company sales: FAQs (1)  
Projected company sales: FAQs (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/inditex-industria-de-disenotextil-sa-in-apparel-and-footwear/report](http://www.euromonitor.com/inditex-industria-de-disenotextil-sa-in-apparel-and-footwear/report).