

# **Clothing and Footwear - Canada**

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# CLOTHING AND FOOTWEAR IN CANADA

## EXECUTIVE SUMMARY

### Clothing and Footwear Impacted by the Recession

The key trend impacting clothing and footwear sales in the Canada in 2008 was the entering of the country into a recession. Many consumers stopped shopping or were looking for deep discount. During 2008, the housing market collapsed, unemployment started to rise significantly and consumer confidence felt dramatically. The downturn of the clothing and footwear industry was being exacerbated by unexciting fashions in stores. The lack of pressure to conform to one particular style meant that women did not feel they had to update their wardrobes.

### Canadian Are Looking To Dress Up

The "dressing up" trend fueled sales growth in women's dresses and skirts and men's suits. Dresses are becoming a "new uniform" for women whereas men are switching from a casual look to more polished look. The younger women are wearing dresses to reveal as much as they can and the older market are wearing dresses that either reveal or hide the shape of their bodies.

Despite their relatively high prices, suits are again becoming something of a necessity rather than just discretionary. With unemployment rates climbing, consumers are worried about their job prospects. As a result, men are switching a casual Friday for smarter apparel. Men, particularly younger ones who want to look employable or ensure they keep a job, are wearing suits and ties.

### Special Size Apparel Market Segment Rapidly Growing But Has Room for Improvement

Special size clothing has come a long way within the clothing industry and fashion market. In the past, the choices regarding clothing made for a plus size individual was limited, often lacking a respect to the ever-changing fashion trends within society. Sales of plus, petite plus, and tall sizes far outpace the overall apparel market, especially the ladies plus-size market which grew 20 per cent between 2004 and 2008 and now represents one out of every five purchases of ladies apparel in the total ladies apparel market.

### Online Retailing Going Strong

Increased internet access and the use of it by Canadians, including the shift away from other non-store retailing channels such as catalogues towards internet retailing, all contributed to the rise in online sales in the country. The growth of internet retailing sales in 2008, however, was slower compared to previous years. This was primarily due to two factors: a slowdown of Canada's previously booming retail sales growth as it returned to more typical levels and the added effects of the slowing overall economy, which caused many Canadians to restrict spending.

### Brighter Futures Ahead

Sales of clothings are expected to be strong over the forecast period. Manufacturers and retailers are expected to reduce their levels of discounts and increase their prices to a pre-recession level. They are also expected to focus their efforts on meeting the needs of women aged over 35, who have large disposable incomes but are increasingly unhappy with the fashions available to them, and target men which are looking to be more fashionable.

## KEY TRENDS AND DEVELOPMENTS

### the Global Financial Crisis: Canada Suffers Economic Fall-out

The global financial crisis originated in the USA in mid-2007 and hence the US has been one of the worse affected countries in the world. Although much of the bad news, both in terms of the financial sector and the related economic downturn, has already been received, the fall-out from the crisis means that Canadian consumers and businesses will continue to suffer throughout 2009. Northern neighbour Canada has been affected by the knock-on effects of an economic downturn in its major trading partner, ensuring that Canada's economy has also suffer in 2009.

### **Current Impact**

The combination of rising unemployment and low wage growth prospects is weighing on consumer confidence and is translated by a decrease in big ticket spending in the clothing and footwear industry. Consumers are unwilling to increase spending in an environment of lower wage increases and potential job losses. The current state of the economy seems to have a no impact on the growth of footwear market. Although inflation is beginning to fall, owing to slowing global commodity prices and weakening economic activity, this will have little positive impact on consumer confidence, given the negative economic environment. The Canadian central bank has cut interest rates in order to reduce the cost of loans and encourage spending. While this has reduced the cost of credit for consumers, banks remain unwilling to lend, even to consumers with a relatively strong credit level. More positive may be the tax cuts that were introduced in 2009, particularly if they result in one-off rebate packages. A substantial rebate could encourage greater consumer spending potential.

### **Outlook**

Solid consumer demand for footwear and to a lesser degree of clothing is expected to continue into 2010, when the Bank of Canada projects that the domestic economy will grow by 2.4% in 2010, although the IMF believes that this forecast is too optimistic and expects growth of around 1.6%.

Long-term economic growth is expected to remain favourable, however, buoyed to a large extent by Canada's booming petroleum and commodities sector. Economic growth will be highest in the resource-rich western provinces of British Columbia, Alberta and Saskatchewan, although high oil prices may continue to drag down the economies of Ontario and Quebec, which represents Canada's manufacturing heartland. The manufacturing sector is also struggling with the steep appreciation of the Canadian dollar, which is hurting sales in its biggest export market – the US. Given that Canada's export-driven economy is largely dependent on the US, any further deterioration in the US economy will be felt in Canada and may impact consumer confidence.

### **Future Impact**

Depending on the impact of the measures taken by the Canadian government to boost consumer spending, the recession is expected to end during 2010. The Canadian clothing and footwear market could face strong growth in 2009-2010 if the weather starts to become cold and if the retailers start producing fashion that is considered a must-have by consumers. After watching their spending for more than a year, people are expected to start to become less frugal again. As a consequence we are expected to see the development of big ticket items in most of the sub categories perhaps during the holiday season of 2009-2010 but more likely during the holiday season 2010-2011.

## **Special Size Apparel Market Segment Rapidly Growing But Has Room for Improvement**

Special size clothing has come a long way within the clothing industry and fashion market. In the past, the choices regarding clothing made for plus size individuals was limited, often lacking a respect to the ever-changing fashion trends within society.

Sales of plus, petite plus and tall sizes far outpace the overall apparel market, especially the ladies plus-size market which grew 20 per cent between 2004 and 2008 and now represents one out of every five purchases of ladies apparel in the total ladies apparel market.

### **Current Impact**

Retailers and designers have noticed the intense demand for plus size clothing and have made strides within the market. A range of plus size clothing can now be found at shops, boutiques and department stores that once did

not offer a decent selection, if any at all. There has also been a boom in plus size clothing lines which focus only on the customer in need of larger sizes. Stores dedicated to serving the plus size clothing shopper have also increased through the years. A mall now offers options other than Lane Bryant for a shopper in need of plus size clothing.

Forever 21, a purveyor of cheap chic, introduced its plus-size line, Faith 21, this spring. Reitmans developed its Addition Elle brand which targets the plus size market in the intimate apparel, sleepwear, outerwear and accessories. MXM, Canada's premier junior 14+ fashion brand which offer latest, hottest looks and trends to the teenage plus size market has been performing beyond expectation.

Fashion models who wear a size 14 or larger are now making an impact as well. Commercials, magazine advertisements and runways are featuring plus-size models to represent their merchandise. With more than half of the population overweight, consumers are better able to relate to these women rather than to the size 2 models that have been seen over the years. Much of the rising demand is due to the spending power of the aging population and the lack of a consistent sizing standard in the apparel industry in Canada.

## Outlook

Change came following an exploration into the different sizes of shoppers was conducted. The average size of a man and especially that of a woman has changed over the years. In the 1960s, the average woman's measurements were 34B bust, 24-inch waist with 33-inch hips. In today's society the need for plus size clothing becomes apparent when the average woman now measures a 36C bust, 28-inch waist with 38-inch hips.

Forty years ago, the average size of a woman was a size 8 but now the average is seen somewhere around a size 14. It was apparent that more plus size clothing should be available to reflect the changes within an average shopper's size.

Experts in Canada estimate that 10-25% of all teenagers and 20-50% of all adults have a weight problem. Statistics Canada and Health Canada indicate that more than one in five Canadians is overweight, with the obesity level presently at 15% of the total population. This is somewhat exacerbated by the ageing population, as hormonal changes in older people often lead to weight gain.

The proportion of overweight men and women in Canada has increased over the years. In 2020 the Canadian government are expected that 33.7% of the population will be overweight and that men are much likely than women to be overweight (Men: 40.6% and Women: 26.8%).

## Future Impact

The plus-size market is a remarkable opportunity for retailers. The top ten plus-size women's wear retailers account for 57% of the total plus-size clothing market, while the top 10 retailers of general women's apparel in sales account for just 33% of the overall plus-size market despite their size and market clout.

The special sizes market, especially plus size, offers significant growth opportunity for Canadian retailers that are willing to offer a greater variety of wardrobe options and current fashions. Retailers and manufacturers should take advantage of this growing trend by creating lines of clothes that are neutral, flattering and fashionable for plus-size women. The goal is to provide coverage while showing off curves and drawing attention to positive areas. Retailers instead of dedicating a special area to plus size women should include the offering of plus size clothes among their existing product ranges.

Manufacturers and retailers should not offer elastic waistbands and loose-fitting jackets. They focus on offering special size women serious suit, a sexy dress, a casual weekend look, workout wear, shaping garments and the accessories that go with it all. More than 30% of the female population purchases a plus size clothing item. Retailers need to found out how to also market to a targeted group of shoppers who are more likely to purchase these clothing items. Middle-aged women are less likely to spend more money on plus size clothing than their younger counterparts.

## Fashion Needs of Gen-x Women

The Gen-X women, now aged about 45 to 55, are not prepared to embrace the mature look of their mothers but are not completely comfortable wearing the fashions of teens. The biggest spenders are women aged 45 to 54, with those aged 35 to 44 coming in a close second.

Canadians under 25, often thought to be the focus of much of today's marketing, are the least active shoppers.

### **Current Impact**

Many retailers and manufacturers faced with a slower economy are looking to increase their attention and offering toward this somewhat forgotten market. The Montreal-based Mexx Canada, which is owned by Liz Claiborne, has launched a new retail chain Yzza that only caters to the 35-plus woman. Yzza is planning to open 60 stores across Canada over the next five years. Yzza will have, in addition to clothing and accessories, resource centres offering information on makeup, fitness and even recipes.

Many manufacturers and retailers are realising that they have to start moving with the demographic that is starting to get a little older and being a little more careful about the kinds of clothing they are buying. The Montreal-based Boutique Jacob, which historically has been targeting women and especially the X generation in their 20s, will open five stores in autumn 2009 targeting women over 35.

Department stores such as the Bay are catering to the diverse figures of women over 35 by carrying designs in sizes 4-16 in petites, regular and above average. In August, the Canadian retailer will be introducing a new line of denim, Code Bleu, for the over-35 consumer. It will come in four different styles of varying rinses and loose or slim fits.

### **Outlook**

The Canadian Apparel Market Monitor data shows that women aged 45 and older represent more than 50 percent of the dollars spent on ladies apparel; it should be no surprise that as women age they gradually drift into different size segments and want a more relaxed fit.

The number of Canadians aged 50-54 grew by nearly 77% recently, from 1.3 million in 1990 to 2.3 million in 2005. This segment is expected to grow another 18% to total more than 2.7 million in 2015, at which point the over-50 population will represent 36% of the total population. The number of baby boomers, who represented 22% of the population in 1990, is expected to grow 62% and represent 28% of the total population by 2015.

### **Future Impact**

While the 35-55 demographic may be flavour of the month for national chains, independent clothing stores have been serving these women for years. Therefore national chains will have to gain women's confidence that they can offer products and services that are tailored for their age group. Manufacturers will have to determine for this very diverse group the type of shape, fabrics, quality and overall size they are looking for.

During the next few years manufacturers are increasingly going to open stores that only tailor to the 35-55 age group, which will have a negative impact on the sales of department store and multi-specialists as they are going to see their customers prefer retail channels that have a better understanding of their needs.

## **Online Retailing Going Strong**

Increased internet access and use of by Canadians, including the shift away from other non-store retailing channels such as catalogues towards internet retailing, all contributed to the rise in online sales in the country. The growth of internet retailing sales in 2008, however, was slower compared to previous years. This was primarily due to two factors: a slowdown of Canada's previously booming retail sales growth as it returned to more typical levels and the added effects of the slowing overall economy, which caused many Canadians to restrict spending.

### **Current Impact**

Clothing and footwear retailers have overcome many obstacles in getting consumers to purchase online. Websites have improved their look and feel, enabling shoppers to zoom and rotate the merchandise, as well as

viewing the item in different colours. In addition, many companies offer free shipping, even for returns or exchanges.

The development of new websites by key retailers such as Gap or Amazon in the clothing and footwear sectors have helped fuel the growth in apparel spending.

Retailers are systematically addressing different hurdles for customers to buy online and they're doing this to reduce the risk and uncertainty particularly of shopping for clothes and shoes.

## Outlook

2008 showed signs that the internet retailing channel is reaching some level of maturation. Although the faltering Canadian economy can explain some of the slowdown in sales growth, growth rates of over 20% in current value terms, as was the case for most of the review period, are no longer likely. While a CAGR of 4.1% in constant value terms over the 2008-2013 periods cannot necessarily be described as a slowdown, the growth in internet retailing is naturally going to level off. However, among all retail channels, internet retailing still provides the greatest potential for growth.

With more consumers shifting away from other categories of non-store retailing and more consumers embracing online shopping as opposed to shopping at brick-and-mortar stores, internet retailing should sustain a growth trajectory over the forecast period. E-commerce and internet retailing will benefit from the rising use of computers at home by consumers and easier internet access, as well as increased security for internet transactions.

## Future Impact

With consumer confidence sliding, consumers are likely to become even more price-sensitive when they shop for clothing and footwear over the forecast period. As a result, they may be prepared to spend more time comparing prices. This could boost the importance of online retailing in the sector, particularly if consumers window shop for items in stores before going home to order them at the lower online prices.

A survey done by the retailing industry showed that 55% of those surveyed say they still intend to invest the same or somewhat more in e-commerce in 2009 as they did the previous year as it is the fastest growing part of their business.

We are expecting to see more and more manufacturers and retailers to not only offer a more comprehensive offers specifically tailored for the internet but also develop friendly websites, which can enhance the shopping experience for their clients.

In the coming years the internet will become a platform for the leading companies to sell their products and also a way for them to communicate with their clients on their products and their philosophy.

## Chic Sportswear

In Canada, sportswear has replaced casual wear to become the new "in-wear" following the current trend of wearing sports-inspired outfits designed by notable designers such as Stella McCartney. Consumers are also embracing new technology in order to derive greater comfort from their attire. New technologies are being developed, such as "dri-fit", which is intended to wick sweat away from the body surface to the exterior for quick evaporation and a cooling effect.

Customised footwear has been developed to fit consumer expectations of style and comfort. Nike, Adidas and Timberland, for example, now offer customised footwear at their concept stores, which target customers who want customised comfort and function.

## Current Impact

The line separating fashion couture and sportswear has become increasingly blurred due to notable sports labels such as Lacoste, Lija and Ashworth, which have now taken on a cult fashion flavour. They are now marketed in department stores in the men's fashion section rather than the sportswear section.

Major sports brands, such as Nike and Adidas, have also seen their clothing and footwear products transformed into street icons by hip and trend-setting youngsters. Many have embraced the ubiquitous Adidas stripes and Nike's tick on items ranging from sneakers to backpacks and jackets. Adidas and Nike have expanded their sneaker ranges over the past few years. Furthermore, the vast majority of shoes have virtually no athletic function or sports purpose; they are designed solely with fashion trends in mind and they are mainly targeted at teenage and young adult consumers. In addition, sportswear labels regarded as cult favourites, such as Adidas, Nike and Puma, continue to expand their range of casual clothing designed with fashion, rather than sports functionality, as the primary objective.

## Outlook

As the "active lifestyle" grows increasingly popular with Canadian, consumers will begin placing as much emphasis on looking good in the midst of sports activities as they do for work or leisure. A higher proportion of consumers will turn toward sportswear in order to try their best to appear fashionable. Further, sportswear products are generally designed with comfort, flexibility and quick absorption/evaporation of sweat in mind.

All of these factors have contributed to a positive forecast for the sportswear subsector. Growth is expected to soar over the forecast period as an increasing number of companies turn to sportswear to bring revenues and as an increasing number of consumers turn sportswear into a viable alternative to normal casual clothing.

## Future Impact

Companies that are not targeting sportswear should consider entering this market by developing line of products that are functional, durable and trendy. People are looking for upscale sportswear apparel and footwear to convey a certain casual attitude. Some of the functionality could include increased airflow, unmatched breathability, moisture wicking, odour resistance and UV protection. These functionalities should be engineered into the textile and are guaranteed not to wear- or wash-out for the life of the garment.

Retailers should also take advantage of this trend by showing to their clients how to wear sportswear in a different way, for example by pairing a nice blazer/jacket with a pair of jeans and trendy sneakers for men. When it comes to new fashion trends, the vast majority of consumers need to be reassured by showing them what the final look will look like and that it is ok to be a bit creative and be sportswear chic.

## MARKET DATA

**Table 1 Sales of Clothing and Footwear by Sector: Volume 2003-2008**

mn units	2003	2004	2005	2006	2007	2008
Clothing	741.5	772.1	819.0	898.0	967.7	990.6
Footwear	64.3	65.2	70.6	77.9	84.4	89.9
Clothing and footwear	805.8	837.3	889.5	975.9	1,052.1	1,080.5

Source: Official statistics, trade associations, trade press, company research, store checks, trade interviews, Euromonitor International estimates

**Table 2 Sales of Clothing and Footwear by Sector: Value 2003-2008**

C\$ million	2003	2004	2005	2006	2007	2008
Clothing	16,563.0	17,079.6	17,655.2	18,690.7	19,385.0	19,078.4
Footwear	4,096.4	4,089.4	4,358.8	4,746.9	5,062.5	5,292.8
Clothing and footwear	20,659.4	21,169.0	22,014.0	23,437.6	24,447.5	24,371.2

Source: Official statistics, trade associations, trade press, company research, store checks, trade interviews, Euromonitor International estimates

**Table 3 Sales of Clothing and Footwear by Sector: % Volume Growth 2003-2008**

% volume growth	2007/08	2003-08 CAGR	2003/08 TOTAL
Clothing	2.4	6.0	33.6
Footwear	6.5	6.9	39.8
Clothing and footwear	2.7	6.0	34.1

Source: Official statistics, trade associations, trade press, company research, store checks, trade interviews, Euromonitor International estimates

**Table 4 Sales of Clothing and Footwear by Sector: % Value Growth 2003-2008**

% current value growth	2007/08	2003-08 CAGR	2003/08 TOTAL
Clothing	-1.6	2.9	15.2
Footwear	4.6	5.3	29.2
Clothing and footwear	-0.3	3.4	18.0

Source: Official statistics, trade associations, trade press, company research, store checks, trade interviews, Euromonitor International estimates

**Table 5 Clothing and Footwear Company Shares 2004-2008**

% retail value rsp Company	2004	2005	2006	2007	2008
Sears Canada Inc	4.6	4.5	4.3	4.0	4.0
Wal-Mart Canada Inc	3.1	3.3	3.2	3.4	3.6
Reitmans (Canada) Ltd	3.2	3.3	3.3	3.3	3.4
Hudson's Bay Co, The	3.0	3.0	2.9	2.6	2.5
Gap Inc, The	2.6	2.4	2.6	2.6	2.4
Canadian Tire Corp	1.4	1.7	1.9	2.2	2.2
Aldo Group	2.2	2.2	2.3	2.1	2.0
Jones Apparel Group Canada Inc	1.6	1.7	1.7	1.6	1.6
La Senza Corp	1.2	1.2	1.4	1.5	1.6
Nike Inc	1.1	1.1	1.2	1.3	1.5
adidas AG	1.0	1.1	1.2	1.2	1.2
Moore's the Suit People Inc	1.3	1.3	1.3	1.2	1.1
Le Chateau Inc	0.8	0.8	0.9	0.9	1.0
Liz Claiborne Inc	1.2	1.3	1.3	1.1	1.0
Levi Strauss & Co	1.1	1.0	0.9	0.9	0.9
Phillips-Van Heusen Corp	0.8	0.9	0.9	0.9	0.8
Tommy Hilfiger Corp	0.6	0.7	0.7	0.7	0.7
VF Corp	0.7	0.7	0.7	0.7	0.7
Hanesbrands Inc	0.8	0.7	0.7	0.7	0.7
Brown Shoe Co Inc	0.7	0.7	0.7	0.7	0.7
Berkshire Hathaway Inc	0.4	0.4	0.5	0.5	0.6
Wolverine World Wide Inc	0.4	0.5	0.5	0.6	0.6
C & J Clark America Inc	0.5	0.5	0.5	0.5	0.5
Roots Canada Ltd	0.3	0.4	0.4	0.4	0.4
Laura Canada Inc	0.4	0.4	0.4	0.4	0.4
Stride Rite Corp	0.4	0.4	0.4	0.4	0.4
Northern Reflections Ltd	0.5	0.4	0.4	0.4	0.4
Warnaco Group Inc	0.4	0.3	0.4	0.4	0.4
Stanfield's Ltd	0.3	0.3	0.3	0.3	0.3
Jockey International Inc	0.2	0.2	0.3	0.3	0.3
Totes-Isotoner Corp	0.3	0.3	0.3	0.3	0.3
Children's Place Retail	0.2	0.2	0.2	0.2	0.2

Stores Inc					
Please Mum Inc	0.2	0.2	0.2	0.2	0.2
Maidenform Inc	0.1	0.2	0.2	0.2	0.2
Phantom Industries Inc	0.1	0.2	0.2	0.2	0.2
McGregor Industries Inc	0.2	0.2	0.2	0.2	0.2
Gildan Activewear Inc	0.2	0.2	0.2	0.2	0.2
Private Label	31.3	31.7	32.1	32.4	32.6
Others	30.8	29.3	28.2	28.4	28.1
Total	100.0	100.0	100.0	100.0	100.0

Source: Trade associations, trade press, company research, trade interviews, Euromonitor International estimates

**Table 6 Clothing and Footwear Brand Shares 2005-2008**

% retail value rsp	Brand	Company	2005	2006	2007	2008
	Sears	Sears Canada Inc	4.5	4.3	4.0	4.0
	Wal-Mart	Wal-Mart Canada Inc	3.3	3.2	3.4	3.6
	Reitmans	Reitmans (Canada) Ltd	3.3	3.3	3.3	3.4
	Hudson's Bay	Hudson's Bay Co, The	3.0	2.9	2.6	2.5
	Gap	Gap Inc, The	2.4	2.6	2.4	2.2
	Aldo	Aldo Group	2.2	2.3	2.1	2.0
	Marls' Work Wearhouse	Canadian Tire Corp	1.7	1.9	1.8	1.8
	La senza	La Senza Corp	1.2	1.4	1.5	1.6
	Nike	Nike Inc	1.1	1.2	1.3	1.5
	Jones	Jones Apparel Group Canada Inc	1.2	1.2	1.2	1.3
	adidas	adidas AG	1.1	1.2	1.2	1.2
	Moore's	Moore's the Suit People Inc	1.3	1.3	1.2	1.1
	Le Chateau	Le Chateau Inc	0.8	0.9	0.9	1.0
	Liz Claiborne	Liz Claiborne Inc	1.3	1.3	1.1	1.0
	Levi's	Levi Strauss & Co	1.0	0.9	0.9	0.9
	Arrow	Phillips-Van Heusen Corp	0.8	0.9	0.8	0.8
	Tommy Hilfiger	Tommy Hilfiger Corp	0.7	0.7	0.7	0.7
	Hanes	Hanesbrands Inc	0.7	0.7	0.7	0.7
	Naturalizer	Brown Shoe Co Inc	0.7	0.7	0.7	0.7
	Fruit of the Loom	Berkshire Hathaway Inc	0.4	0.5	0.5	0.6
	Hush Puppies	Wolverine World Wide Inc	0.5	0.5	0.6	0.6
	Lee	VF Corp	0.6	0.6	0.6	0.6
	Clarks Footwear	C & J Clark America Inc	0.5	0.5	0.5	0.5
	Roots	Roots Canada Ltd	0.4	0.4	0.4	0.4
	Laura	Laura Canada Inc	0.4	0.4	0.4	0.4
	Keds	Stride Rite Corp	0.4	0.4	0.4	0.4
	Northern Getaway	Northern Reflections Ltd	0.4	0.4	0.4	0.4
	Calvin Klein	Warnaco Group Inc	0.3	0.4	0.4	0.4
	Banana Republic	Canadian Tire Corp	-	-	0.4	0.4
	Nine West	Jones Apparel Group Canada Inc	0.5	0.5	0.4	0.3
	Stanfields	Stanfield's Ltd	0.3	0.3	0.3	0.3
	Jockey	Jockey International Inc	0.2	0.3	0.3	0.3
	Isotoner	Totes-Isotoner Corp	0.3	0.3	0.3	0.3
	Children's Place	Children's Place Retail Stores Inc	0.2	0.2	0.2	0.2
	Banana Republic	Gap Inc, The	-	-	0.2	0.2
	Please Mum	Please Mum Inc	0.2	0.2	0.2	0.2
	Maidenform	Maidenform Inc	0.2	0.2	0.2	0.2
	Silks	Phantom Industries Inc	0.2	0.2	0.2	0.2
	McGregor	McGregor Industries Inc	0.2	0.2	0.2	0.2
	Activewear	Gildan Activewear Inc	0.2	0.2	0.2	0.2
	Vanity Fair	VF Corp	0.1	0.1	0.1	0.2
	Private label	Private Label	31.7	32.1	32.4	32.6
	Others		29.4	28.3	28.5	28.1
	Total		100.0	100.0	100.0	100.0

Source: Trade associations, trade press, company research, trade interviews, Euromonitor International estimates

**Table 7 Sales of Clothing and Footwear by Distribution Format: % Analysis 2003-2008**

% retail value rsp	2003	2004	2005	2006	2007	2008
Store-based retailing	97.6	97.2	96.7	96.6	96.4	96.2
Grocery retailers	3.2	3.4	3.4	3.8	3.8	3.8
Non-grocery retailers	94.4	93.8	93.3	92.9	92.6	92.4
Mixed retailers	44.3	43.8	43.0	42.8	42.7	42.4
Clothing and footwear specialist retailers	47.0	46.9	47.4	47.2	47.0	47.1
Other non-grocery retailers	3.1	3.0	2.9	2.8	2.9	2.9
Non-store retailing	2.4	2.8	3.3	3.4	3.6	3.8
Homeshopping	0.3	0.3	0.3	0.3	0.3	0.4
Internet retailing	1.9	2.3	2.7	2.8	3.0	3.1
Direct selling	0.2	0.2	0.3	0.3	0.3	0.3
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Official statistics, trade associations, trade press, company research, store checks, trade interviews, Euromonitor International estimates

**Table 8 Forecast Sales of Clothing and Footwear by Sector: Volume 2008-2013**

mn units	2008	2009	2010	2011	2012	2013
Clothing	990.6	1,012.5	1,068.6	1,133.7	1,192.5	1,251.5
Footwear	89.9	93.8	98.9	106.9	115.0	123.0
Clothing and footwear	1,080.5	1,106.3	1,167.5	1,240.6	1,307.5	1,374.5

Source: Official statistics, trade associations, trade press, company research, trade interviews, Euromonitor International estimates

**Table 9 Forecast Sales of Clothing and Footwear by Sector: Value 2008-2013**

C\$ million	2008	2009	2010	2011	2012	2013
Clothing	19,078.4	18,903.2	19,679.9	20,679.2	21,563.1	22,468.8
Footwear	5,292.8	5,383.9	5,549.0	5,873.9	6,284.7	6,709.5
Clothing and footwear	24,371.2	24,287.1	25,228.9	26,553.0	27,847.8	29,178.3

Source: Official statistics, trade associations, trade press, company research, trade interviews, Euromonitor International estimates

**Table 10 Forecast Sales of Clothing and Footwear by Sector: % Volume Growth 2008-2013**

% volume growth	2008-13 CAGR	2008/13 TOTAL
Clothing	4.8	26.3
Footwear	6.5	36.8
Clothing and footwear	4.9	27.2

Source: Official statistics, trade associations, trade press, company research, trade interviews, Euromonitor International estimates

**Table 11 Forecast Sales of Clothing and Footwear by Sector: % Value Growth 2008-2013**

% constant value growth	2008-13 CAGR	2008/13 TOTAL
Clothing	3.3	17.8
Footwear	4.9	26.8
Clothing and footwear	3.7	19.7

Source: Official statistics, trade associations, trade press, company research, trade interviews, Euromonitor International estimates

## DEFINITIONS

This report analyses the market for Clothing and Footwear in Canada. For the purposes of the study, the market has been defined as follows:

Explanations of words and/or terminology used in this report are as follows:

- Enter local word/terminology and explanation

Sources used during research include the following:

Summary 1	Research Sources	
Trade Associations	Building Supply Dealers Association of British Columbia	
	Canadian Apparel Federation	
	Canadian Hardware & Housewares Manufacturers Association	
	Canadian Paint Manufactures Association	
	CCI	
	Cookware Manufacturers Association	
	Home Improvement Research Institute	
	International Housewares Association	
	North American Retail Hardware Association	
	Ontario Furniture Manufacturers Association	
	Western Retail Lumber Association	
	Trade Press	Aktrin Furniture Information Center
		Apparel News Net
		Canada Textile News
Canadian Business		
CBC Canada		
Clayton Research		
Footwear News		
Furniture Today		
Globe & Mail		
Hardlines		
Home Improvement Retailing		
Home Textiles Today		
Homestyle		

	Homeworld Business
	International Wood Markets Group
	Marketing Magazine
	Montreal Gazette
	National Post
	NPD Canada
	Ottawa Citizen
	Strategy Magazine
	Tableware Today
	The Apparel Strategist
	Toronto Star
	Trendex North America
	Unity Marketing
	Women's Wear Daily
Official Sources	Canadian International Trade Tribunal
	Canadian Mortgage & Housing Corp
	Conference Board of Canada
	Statistics Canada
	US Department of Commerce

Source: *Euromonitor International*