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VF Corp : Vans results are not where we should be - Modern Retail
The brand, which VF Corp acquired in 2004, posted strong sales for years before losing momentum during the pandemic as shoppers gravitated towards running shoes or different brands like Nike and Converse. Today, Vans is dealing with muted demand, supply chain issues and lower wholesale sales in the Americas.

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According to Modern Retail, Vans has experienced a drastic decline this year in YoY revenue, measuring at a 22% loss. The main causes of this predicament have arisen from muted demand, supply chain issues and lower wholesale sales.

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