

Footwear - Scandinavia Industry Guide

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Abstracts

Datamonitor's Footwear - Scandinavia Industry Guide is an essential resource for top-level data and analysis covering the Footwear industry in each of the Scandinavian (Denmark, Norway and Sweden) countries. The report includes easily comparable data on market value, segmentation, and five forces analysis, plus full five year market forecasts for each country. It examines future problems, innovations and potential growth areas within the market.

Scope of the Report

Contains an executive summary market values, and segmentation

Provides textual analysis of the industry's prospects, competitive landscape and profiles of leading companies

Incorporates in-depth five forces competitive environment analysis and scorecards

Compares data from Denmark, Norway and Sweden, alongside individual chapters on each country. .

Includes a five-year forecast of the industry

Highlights

The Scandinavian footwear market had a total market value of \$4,248.8 million in 2009.

Within the footwear industry, Denmark is the leading country among the Scandinavian

countries, with market revenues of \$1,650.4 million in 2009.

The footwear industry in Denmark is expected to lead the Scandinavian countries with a value of \$1,898.5 million in 2014.

Why you should buy this report

Spot future trends and developments

Inform your business decisions

Add weight to presentations and marketing materials

Save time carrying out entry-level research

Market Definition

The footwear market consists of the total revenues generated through the sale of all types of men's, women's and children's shoes. The market is valued at retail selling price with any currency conversions calculated using constant annual average 2009 exchange rates.

Contents

INTRODUCTION

What is this report about?
Who is the target reader?
Market definition

SCANDINAVIA FOOTWEAR INDUSTRY OUTLOOK

Market Analysis
Market Revenues

FOOTWEAR IN THE DENMARK

Market Overview
Market Value
Market Segmentation I
Market Segmentation II
Five Forces Analysis
Leading Companies
Market Forecasts
Macroeconomic Indicators

FOOTWEAR IN NORWAY

Market Overview
Market Value
Market Segmentation I
Market Segmentation II
Five Forces Analysis
Leading Companies
Market Forecasts
Macroeconomic Indicators

FOOTWEAR IN SWEDEN

Market Overview
Market Value

Market Segmentation I
Market Segmentation II
Five Forces Analysis
Leading Companies
Market Forecasts
Macroeconomic Indicators

APPENDIX

Data Research Methodology
About Datamonitor
Disclaimer

List Of Tables

LIST OF TABLES

- Table 1: Scandinavia footwear industry, revenue (\$m), 2005–14
- Table 2: Scandinavia footwear industry, revenue (\$m), 2005–09(e)
- Table 3: Scandinavia footwear industry forecast, revenue (\$m), 2009–14
- Table 4: Denmark footwear market value: \$ million, 2005–09(e)
- Table 5: Denmark footwear market segmentation I: % share, by value, 2009(e)
- Table 6: Denmark footwear market segmentation II: % share, by value, 2009(e)
- Table 7: adidas AG: key facts
- Table 8: adidas AG: key financials (\$)
- Table 9: adidas AG: key financials (€)
- Table 10: adidas AG: key financial ratios
- Table 11: Heinrich Deichmann-Schuhe: key facts
- Table 12: NIKE, Inc.: key facts
- Table 13: NIKE, Inc.: key financials (\$)
- Table 14: NIKE, Inc.: key financial ratios
- Table 15: Nilson Group AB: key facts
- Table 16: Denmark footwear market value forecast: \$ million, 2009–14
- Table 17: Denmark size of population (million), 2005–09
- Table 18: Denmark gdp (constant 2000 prices, \$ billion), 2005–09
- Table 19: Denmark gdp (current prices, \$ billion), 2005–09
- Table 20: Denmark inflation, 2005–09
- Table 21: Denmark consumer price index (absolute), 2005–09
- Table 22: Denmark exchange rate, 2005–09
- Table 23: Norway footwear market value: \$ million, 2005–09(e)
- Table 24: Norway footwear market segmentation I: % share, by value, 2009(e)
- Table 25: Norway footwear market segmentation II: % share, by value, 2009(e)
- Table 26: New Balance Athletic Shoe: key facts
- Table 27: NIKE, Inc.: key facts
- Table 28: NIKE, Inc.: key financials (\$)
- Table 29: NIKE, Inc.: key financial ratios
- Table 30: Nilson Group AB: key facts
- Table 31: Norway footwear market value forecast: \$ million, 2009–14
- Table 32: Norway size of population (million), 2005–09
- Table 33: Norway gdp (constant 2000 prices, \$ billion), 2005–09
- Table 34: Norway gdp (current prices, \$ billion), 2005–09
- Table 35: Norway inflation, 2005–09

- Table 36: Norway consumer price index (absolute), 2005–09
- Table 37: Norway exchange rate, 2005–09
- Table 38: Sweden footwear market value: \$ million, 2005–09(e)
- Table 39: Sweden footwear market segmentation I: % share, by value, 2009(e)
- Table 40: Sweden footwear market segmentation II: % share, by value, 2009(e)
- Table 41: adidas AG: key facts
- Table 42: adidas AG: key financials (\$)
- Table 43: adidas AG: key financials (€)
- Table 44: adidas AG: key financial ratios
- Table 45: Asics: key facts
- Table 46: Asics: key financials (\$)
- Table 47: Asics: key financials (JPY)
- Table 48: Asics: key financial ratios
- Table 49: NIKE, Inc.: key facts
- Table 50: NIKE, Inc.: key financials (\$)
- Table 51: NIKE, Inc.: key financial ratios
- Table 52: Nilson Group AB: key facts
- Table 53: Sweden footwear market value forecast: \$ million, 2009–14
- Table 54: Sweden size of population (million), 2005–09
- Table 55: Sweden gdp (constant 2000 prices, \$ billion), 2005–09
- Table 56: Sweden gdp (current prices, \$ billion), 2005–09
- Table 57: Sweden inflation, 2005–09
- Table 58: Sweden consumer price index (absolute), 2005–09
- Table 59: Sweden exchange rate, 2005–09

List Of Figures

LIST OF FIGURES

- Figure 1: Scandinavia footwear industry, revenue (\$m), 2005–14
- Figure 2: Scandinavia footwear industry, revenue (\$m), 2005–09(e)
- Figure 3: Scandinavia footwear industry forecast, revenue (\$m), 2009–14
- Figure 4: Scandinavia footwear industry, Segmentation (%), 2009(e)
- Figure 5: Denmark footwear market value: \$ million, 2005–09(e)
- Figure 6: Denmark footwear market segmentation I: % share, by value, 2009(e)
- Figure 7: Denmark footwear market segmentation II: % share, by value, 2009(e)
- Figure 8: Forces driving competition in the footwear market in Denmark, 2009
- Figure 9: Drivers of buyer power in the footwear market in Denmark, 2009
- Figure 10: Drivers of supplier power in the footwear market in Denmark, 2009
- Figure 11: Factors influencing the likelihood of new entrants in the footwear market in Denmark, 2009
- Figure 12: Factors influencing the threat of substitutes in the footwear market in Denmark, 2009
- Figure 13: Drivers of degree of rivalry in the footwear market in Denmark, 2009
- Figure 14: adidas AG: revenues & profitability
- Figure 15: adidas AG: assets & liabilities
- Figure 16: NIKE, Inc.: revenues & profitability
- Figure 17: NIKE, Inc.: assets & liabilities
- Figure 18: Denmark footwear market value forecast: \$ million, 2009–14
- Figure 19: Norway footwear market value: \$ million, 2005–09(e)
- Figure 20: Norway footwear market segmentation I: % share, by value, 2009(e)
- Figure 21: Norway footwear market segmentation II: % share, by value, 2009(e)
- Figure 22: Forces driving competition in the footwear market in Norway, 2009
- Figure 23: Drivers of buyer power in the footwear market in Norway, 2009
- Figure 24: Drivers of supplier power in the footwear market in Norway, 2009
- Figure 25: Factors influencing the likelihood of new entrants in the footwear market in Norway, 2009
- Figure 26: Factors influencing the threat of substitutes in the footwear market in Norway, 2009
- Figure 27: Drivers of degree of rivalry in the footwear market in Norway, 2009
- Figure 28: NIKE, Inc.: revenues & profitability
- Figure 29: NIKE, Inc.: assets & liabilities
- Figure 30: Norway footwear market value forecast: \$ million, 2009–14
- Figure 31: Sweden footwear market value: \$ million, 2005–09(e)

- Figure 32: Sweden footwear market segmentation I: % share, by value, 2009(e)
- Figure 33: Sweden footwear market segmentation II: % share, by value, 2009(e)
- Figure 34: Forces driving competition in the footwear market in Sweden, 2009
- Figure 35: Drivers of buyer power in the footwear market in Sweden, 2009
- Figure 36: Drivers of supplier power in the footwear market in Sweden, 2009
- Figure 37: Factors influencing the likelihood of new entrants in the footwear market in Sweden, 2009
- Figure 38: Factors influencing the threat of substitutes in the footwear market in Sweden, 2009
- Figure 39: Drivers of degree of rivalry in the footwear market in Sweden, 2009
- Figure 40: adidas AG: revenues & profitability
- Figure 41: adidas AG: assets & liabilities
- Figure 42: Asics: revenues & profitability
- Figure 43: Asics: assets & liabilities
- Figure 44: NIKE, Inc.: revenues & profitability
- Figure 45: NIKE, Inc.: assets & liabilities
- Figure 46: Sweden footwear market value forecast: \$ million, 2009–14

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