

## Women's Underwear, Nightwear and Swimwear in South Africa

Phone: +44 20 8123 2220

Fax: +44 207 900 3970

[office@marketpublishers.com](mailto:office@marketpublishers.com)

<http://marketpublishers.com>

## Women's Underwear, Nightwear and Swimwear in South Africa

*Euromonitor International Ltd*

Date: Oct, 2011

Pages: 42

Price: US\$ 900.00

ID: W8E00E9306DEN

Large retailers have seen the value in introducing larger sizes for underwear as well as more glamorous ranges, and have started to focus on this. This may be because consumers are trying to trade down from international brands such as Playtex and Wonderbra and are looking for options in private label. By offering consumers more glamour and larger sizes, this will guarantee more business for the large retailers. Edcon has seen this opportunity and has opened stand-alone stores that only stock...

Euromonitor International's Women's Underwear, Nightwear and Swimwear in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2006-2010 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2015 illustrate how the market is set to change.

Product coverage: Baby and Toddler Wear, Belts, Boys' Clothing, Girls' Clothing, Gloves, Hats/Caps, Men's Jeans, Men's Nightwear, Men's Outerwear (Excl Jeans), Men's Swimwear, Men's Underwear, Other Clothing Accessories, Other Hosiery, Scarves, Socks, Ties, Tights, Women's Jeans, Women's Nightwear, Women's Outerwear (Excl Jeans), Women's Swimwear, Women's Underwear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- Get a detailed picture of the Women's Underwear, Nightwear and Swimwear market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

### Table of Content

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Women's Underwear, Nightwear and Swimwear by Category: Volume 2005-2010

Table 2 Sales of Women's Underwear, Nightwear and Swimwear by Category: Value 2005-2010

Table 3 Sales of Women's Underwear, Nightwear and Swimwear by Category: % Volume Growth 2005-2010

Table 4 Sales of Women's Underwear, Nightwear and Swimwear by Category: % Value Growth 2005-2010

Table 5 Women's Underwear, Nightwear and Swimwear Company Shares 2006-2010

Table 6 Women's Underwear, Nightwear and Swimwear Brand Shares 2007-2010

Table 7 Sales of Women's Underwear, Nightwear and Swimwear by Distribution Format: % Analysis 2005-2010

Table 8 Forecast Sales of Women's Underwear, Nightwear and Swimwear by Category: Volume 2010-2015

Table 9 Forecast Sales of Women's Underwear, Nightwear and Swimwear by Category: Value 2010-2015

Table 10 Forecast Sales of Women's Underwear, Nightwear and Swimwear by Category: % Volume Growth 2010-2015

Table 11 Forecast Sales of Women's Underwear, Nightwear and Swimwear by Category: % Value Growth 2010-2015

Edcon Holdings Pty Ltd in Apparel (south Africa)

Strategic Direction

Key Facts

Summary 1 Edcon Holdings Pty Ltd: Key Facts

Summary 2 Edcon Holdings Pty Ltd: Operational Indicators

Company Background

Chart 1 Edcon Holdings Pty Ltd: Edgars in Gateway Shopping Mall, Durban

Chart 2 Edcon Holdings Pty Ltd: Jet in Westwood Shopping Mall, Durban

Production

Competitive Positioning

Summary 3 Edcon Holdings Pty Ltd: Competitive Position 2010

Internet Strategy

Foschini Ltd in Apparel (south Africa)

Strategic Direction

Key Facts

Summary 4 Foschini Ltd: Key Facts

Summary 5 Foschini Ltd: Operational Indicators

Company Background

Chart 3 Foschini Ltd: Foschini in The Pavilion Shopping Mall, Durban

Chart 4 Foschini Ltd: Totalsports in Westwood Shopping Mall, Durban

Chart 5 Foschini Ltd: Sportscene in Westwood Shopping Mall, Durban

Production

Competitive Positioning

Summary 6 Foschini Ltd: Competitive Position 2010

Internet Strategy

Mr Price Group Ltd in Apparel (south Africa)

Strategic Direction

Key Facts

Summary 7 Mr Price Group Ltd: Key Facts

Summary 8 Mr Price Group Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 9 Mr Price Group Ltd: Competitive Position 2010

Internet Strategy

Pepkor Holdings Ltd in Apparel (south Africa)

Strategic Direction

Key Facts

Summary 10 Pepkor Holdings Ltd: Key Facts

Company Background

Chart 6 Pepkor Holdings Ltd: Ackermans in Westwood Shopping Mall, Durban

Production

Competitive Positioning

Summary 11 Pepkor Holdings Ltd: Competitive Position 2010  
Internet Strategy  
Truworths Group Pty Ltd in Apparel (south Africa)  
Strategic Direction  
Key Facts  
Summary 12 Truworths Group Pty Ltd: Key Facts  
Summary 13 Truworths Group Pty Ltd: Operational Indicators  
Company Background  
Chart 7 Truworths Group Pty Ltd: Truworths in Westwood Shopping Mall, Durban  
Chart 8 Truworths Group Pty Ltd: Identity in Gateway Shopping Mall, Durban  
Production  
Competitive Positioning  
Summary 14 Truworths Group Pty Ltd: Competitive Position 2010  
Internet Strategy  
Woolworths Holdings Ltd in Apparel (south Africa)  
Strategic Direction  
Key Facts  
Summary 15 Woolworths Holdings Ltd: Key Facts  
Summary 16 Woolworths Holdings Ltd: Operational Indicators  
Company Background  
Chart 9 Woolworths Holdings Ltd: Woolworths in La Lucia Mall, Durban  
Production  
Competitive Positioning  
Summary 17 Woolworths Holdings Ltd: Competitive Position 2010  
Internet Strategy  
Executive Summary  
Credit Cooling the Market  
Cotton Prices and China Chaos  
Walmart and Zara Take on Africa  
Large Retailers Continue To Dominate  
Quietly Confident About the Future  
Key Trends and Developments  
Zara and Walmart Competing To Gain Presence in Africa  
Growth in the Black Middle Class  
Increasing the Local Manufacturing Industry's Competitiveness  
Everyone Is Jumping on the Sportswear Wagon  
Private Label Continues To Dominate the South African Apparel Industry  
Market Data  
Table 12 Sales of Apparel by Category: Volume 2005-2010  
Table 13 Sales of Apparel by Category: Value 2005-2010  
Table 14 Sales of Apparel by Category: % Volume Growth 2005-2010  
Table 15 Sales of Apparel by Category: % Value Growth 2005-2010  
Table 16 Apparel Company Shares 2006-2010  
Table 17 Apparel Brand Shares 2007-2010  
Table 18 Sales of Apparel by Distribution Format: % Analysis 2005-2010  
Table 19 Sales of Apparel by Category and Distribution Format: % Analysis 2010  
Table 20 Forecast Sales of Apparel by Category: Volume 2010-2015  
Table 21 Forecast Sales of Apparel by Category: Value 2010-2015  
Table 22 Forecast Sales of Apparel by Category: % Volume Growth 2010-2015  
Table 23 Forecast Sales of Apparel by Category: % Value Growth 2010-2015  
Definitions  
Summary 18 Research Sources

### I would like to order:

**Product name:** Women's Underwear, Nightwear and Swimwear in South Africa  
**Product link:** <http://marketpublishers.com/r/W8E00E9306DEN.html>  
**Product ID:** W8E00E9306DEN  
**Price:** US\$ 900.00 (Single User License / Electronic Delivery)

*If you want to order Corporate License or Hard Copy, please, contact our Customer Service: [office@marketpublishers.com](mailto:office@marketpublishers.com)*

### Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <http://marketpublishers.com/r/W8E00E9306DEN.html>

### To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
E-mail:  
Company:  
Address:  
City:  
Zip/Post Code:  
Country:  
Tel:  
Fax:  
Your message:

\* All fields are required

**Customer Signature** \_\_\_\_\_

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at [http://marketpublishers.com/docs/terms\\_conditions.html](http://marketpublishers.com/docs/terms_conditions.html)

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**

