

# Intimate Underwear Industry Research Report 2024

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## Abstracts

This report aims to provide a comprehensive presentation of the global market for Intimate Underwear, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding Intimate Underwear.

The Intimate Underwear market size, estimations, and forecasts are provided in terms of sales volume (M Units) and revenue (\$ millions), considering 2023 as the base year, with history and forecast data for the period from 2019 to 2030. This report segments the global Intimate Underwear market comprehensively. Regional market sizes, concerning products by types, by application, and by players, are also provided. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

The report will help the Intimate Underwear manufacturers, new entrants, and industry chain related companies in this market with information on the revenues, sales volume, and average price for the overall market and the sub-segments across the different segments, by company, product type, application, and regions.

## Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and developments, intensification of product portfolio, mergers and acquisitions,

collaborations, new product innovation, and geographical expansion, undertaken by these participants to maintain their presence. Apart from business strategies, the study includes current developments and key financials. The readers will also get access to the data related to global revenue, price, and sales by manufacturers for the period 2019-2024. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

L Brands

Hanes Brands

Berkshire Hathaway (Fruit of Loom)

Triumph International

Wacoal

Marks & Spencer

Fast Retailing

PVH

Cosmo Lady

American Eagle (Aerie)

Gunze

Jockey International

Page Industries Ltd.

Embrygroup

Huijie (Maniform Lingerie)

Aimer

Your Sun

Lise Charmel

Rupa & Co. Limited

Debenhams

Wolf Lingerie

Hanky Panky

Tinsino

VIP Clothing Ltd.

## Product Type Insights

Global markets are presented by Intimate Underwear type, along with growth forecasts through 2030. Estimates on sales and revenue are based on the price in the supply chain at which the Intimate Underwear are procured by the manufacturers.

This report has studied every segment and provided the market size using historical data. They have also talked about the growth opportunities that the segment may pose in the future. This study bestows sales and revenue data by type, and during the historical period (2019-2024) and forecast period (2025-2030).

## Intimate Underwear segment by Type

Bras

Underpants

Sleepwear and Homewear

Shapewear

Thermal Clothes

Others

### Application Insights

This report has provided the market size (sales and revenue data) by application, during the historical period (2019-2024) and forecast period (2025-2030).

This report also outlines the market trends of each segment and consumer behaviors impacting the Intimate Underwear market and what implications these may have on the industry's future. This report can help to understand the relevant market and consumer trends that are driving the Intimate Underwear market.

### Intimate Underwear segment by Application

Department/General Merchandise Stores

Specialty Stores

Supermarket

Online Sales

### Regional Outlook

This section of the report provides key insights regarding various regions and the key players operating in each region. Economic, social, environmental, technological, and political factors have been taken into consideration while assessing the growth of the particular region/country. The readers will also get their hands on the revenue and sales data of each region and country for the period 2019-2030.

The market has been segmented into various major geographies, including North America, Europe, Asia-Pacific, South America, Middle East & Africa. Detailed analysis of major countries such as the USA, Germany, the U.K., Italy, France, China, Japan, South Korea, Southeast Asia, and India will be covered within the regional segment. For market estimates, data are going to be provided for 2023 because of the base year, with

estimates for 2024 and forecast revenue for 2030.

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

## Latin America

Mexico

Brazil

Argentina

## Middle East & Africa

Turkey

Saudi Arabia

UAE

## Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

## COVID-19 and Russia-Ukraine War Influence Analysis

The readers in the section will understand how the Intimate Underwear market scenario changed across the globe during the pandemic, post-pandemic and Russia-Ukraine War. The study is done keeping in view the changes in aspects such as demand, consumption, transportation, consumer behavior, supply chain management, export and import, and production. The industry experts have also highlighted the key factors that will help create opportunities for players and stabilize the overall industry in the years to come.

## Reasons to Buy This Report

This report will help the readers to understand the competition within the industries and

strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Intimate Underwear market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.

This report will help stakeholders to understand the global industry status and trends of Intimate Underwear and provides them with information on key market drivers, restraints, challenges, and opportunities.

This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.

This report stays updated with novel technology integration, features, and the latest developments in the market

This report helps stakeholders to understand the COVID-19 and Russia-Ukraine War Influence on the Intimate Underwear industry.

This report helps stakeholders to gain insights into which regions to target globally

This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Intimate Underwear.

This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

## Core Chapters

Chapter 1: Research objectives, research methods, data sources, data cross-validation;

Chapter 2: Introduces the report scope of the report, executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 3: Detailed analysis of Intimate Underwear manufacturers competitive landscape, price, production and value market share, latest development plan, merger, and acquisition information, etc.

Chapter 4: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product production/output, value, price, gross margin, product introduction, recent development, etc.

Chapter 5: Production/output, value of Intimate Underwear by region/country. It provides a quantitative analysis of the market size and development potential of each region in the next six years.

Chapter 6: Consumption of Intimate Underwear in regional level and country level. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and production of each country in the world.

Chapter 7: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 8: Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 9: Analysis of industrial chain, including the upstream and downstream of the industry.

Chapter 10: Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 11: The main points and conclusions of the report.



## Contents

### 1 PREFACE

- 1.1 Scope of Report
- 1.2 Reasons for Doing This Study
- 1.3 Research Methodology
- 1.4 Research Process
- 1.5 Data Source
  - 1.5.1 Secondary Sources
  - 1.5.2 Primary Sources

### 2 MARKET OVERVIEW

- 2.1 Product Definition
- 2.2 Global Market Growth Prospects
  - 2.2.1 Global Intimate Underwear Market Size (2019-2030) & (US\$ Million)
  - 2.2.2 Global Intimate Underwear Sales (2019-2030)
  - 2.2.3 Global Intimate Underwear Market Average Price (2019-2030)
- 2.3 Intimate Underwear by Type
  - 2.3.1 Market Value Comparison by Type (2019 VS 2023 VS 2030) & (US\$ Million)
    - 1.2.2 Bras
    - 1.2.3 Underpants
    - 1.2.4 Sleepwear and Homewear
    - 1.2.5 Shapewear
    - 1.2.6 Thermal Clothes
    - 1.2.7 Others
- 2.4 Intimate Underwear by Application
  - 2.4.1 Market Value Comparison by Application (2019 VS 2023 VS 2030) & (US\$ Million)
  - 2.4.2 Department/General Merchandise Stores
  - 2.4.3 Specialty Stores
  - 2.4.4 Supermarket
  - 2.4.5 Online Sales

### 3 MARKET COMPETITIVE LANDSCAPE BY MANUFACTURERS

- 3.1 Global Intimate Underwear Market Competitive Situation by Manufacturers (2019 Versus 2023)

- 3.2 Global Intimate Underwear Sales (M Units) of Manufacturers (2019-2024)
- 3.3 Global Intimate Underwear Revenue of Manufacturers (2019-2024)
- 3.4 Global Intimate Underwear Average Price by Manufacturers (2019-2024)
- 3.5 Global Intimate Underwear Industry Ranking, 2022 VS 2023 VS 2024
- 3.6 Global Manufacturers of Intimate Underwear, Manufacturing Sites & Headquarters
- 3.7 Global Manufacturers of Intimate Underwear, Product Type & Application
- 3.8 Global Manufacturers of Intimate Underwear, Date of Enter into This Industry
- 3.9 Global Intimate Underwear Market CR5 and HHI
- 3.10 Global Manufacturers Mergers & Acquisition

## **4 MANUFACTURERS PROFILED**

### 4.1 L Brands

- 4.1.1 L Brands Company Information
- 4.1.2 L Brands Business Overview
- 4.1.3 L Brands Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)
- 4.1.4 L Brands Intimate Underwear Product Portfolio
- 4.1.5 L Brands Recent Developments

### 4.2 Hanes Brands

- 4.2.1 Hanes Brands Company Information
- 4.2.2 Hanes Brands Business Overview
- 4.2.3 Hanes Brands Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)
- 4.2.4 Hanes Brands Intimate Underwear Product Portfolio
- 4.2.5 Hanes Brands Recent Developments

### 4.3 Berkshire Hathaway (Fruit of Loom)

- 4.3.1 Berkshire Hathaway (Fruit of Loom) Company Information
- 4.3.2 Berkshire Hathaway (Fruit of Loom) Business Overview
- 4.3.3 Berkshire Hathaway (Fruit of Loom) Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)
- 4.3.4 Berkshire Hathaway (Fruit of Loom) Intimate Underwear Product Portfolio
- 4.3.5 Berkshire Hathaway (Fruit of Loom) Recent Developments

### 4.4 Triumph International

- 4.4.1 Triumph International Company Information
- 4.4.2 Triumph International Business Overview
- 4.4.3 Triumph International Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)
- 4.4.4 Triumph International Intimate Underwear Product Portfolio
- 4.4.5 Triumph International Recent Developments

#### 4.5 Wacoal

4.5.1 Wacoal Company Information

4.5.2 Wacoal Business Overview

4.5.3 Wacoal Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)

4.5.4 Wacoal Intimate Underwear Product Portfolio

4.5.5 Wacoal Recent Developments

#### 4.6 Marks & Spencer

4.6.1 Marks & Spencer Company Information

4.6.2 Marks & Spencer Business Overview

4.6.3 Marks & Spencer Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)

4.6.4 Marks & Spencer Intimate Underwear Product Portfolio

4.6.5 Marks & Spencer Recent Developments

#### 4.7 Fast Retailing

4.7.1 Fast Retailing Company Information

4.7.2 Fast Retailing Business Overview

4.7.3 Fast Retailing Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)

4.7.4 Fast Retailing Intimate Underwear Product Portfolio

4.7.5 Fast Retailing Recent Developments

#### 4.8 PVH

4.8.1 PVH Company Information

4.8.2 PVH Business Overview

4.8.3 PVH Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)

4.8.4 PVH Intimate Underwear Product Portfolio

4.8.5 PVH Recent Developments

#### 4.9 Cosmo Lady

4.9.1 Cosmo Lady Company Information

4.9.2 Cosmo Lady Business Overview

4.9.3 Cosmo Lady Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)

4.9.4 Cosmo Lady Intimate Underwear Product Portfolio

4.9.5 Cosmo Lady Recent Developments

#### 4.10 American Eagle (Aerie)

4.10.1 American Eagle (Aerie) Company Information

4.10.2 American Eagle (Aerie) Business Overview

4.10.3 American Eagle (Aerie) Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)

4.10.4 American Eagle (Aerie) Intimate Underwear Product Portfolio

4.10.5 American Eagle (Aerie) Recent Developments

## 6.11 Gunze

6.11.1 Gunze Company Information

6.11.2 Gunze Intimate Underwear Business Overview

6.11.3 Gunze Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)

6.11.4 Gunze Intimate Underwear Product Portfolio

6.11.5 Gunze Recent Developments

## 6.12 Jockey International

6.12.1 Jockey International Company Information

6.12.2 Jockey International Intimate Underwear Business Overview

6.12.3 Jockey International Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)

6.12.4 Jockey International Intimate Underwear Product Portfolio

6.12.5 Jockey International Recent Developments

## 6.13 Page Industries Ltd.

6.13.1 Page Industries Ltd. Company Information

6.13.2 Page Industries Ltd. Intimate Underwear Business Overview

6.13.3 Page Industries Ltd. Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)

6.13.4 Page Industries Ltd. Intimate Underwear Product Portfolio

6.13.5 Page Industries Ltd. Recent Developments

## 6.14 Embrygroup

6.14.1 Embrygroup Company Information

6.14.2 Embrygroup Intimate Underwear Business Overview

6.14.3 Embrygroup Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)

6.14.4 Embrygroup Intimate Underwear Product Portfolio

6.14.5 Embrygroup Recent Developments

## 6.15 Huijie (Maniform Lingerie)

6.15.1 Huijie (Maniform Lingerie) Company Information

6.15.2 Huijie (Maniform Lingerie) Intimate Underwear Business Overview

6.15.3 Huijie (Maniform Lingerie) Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)

6.15.4 Huijie (Maniform Lingerie) Intimate Underwear Product Portfolio

6.15.5 Huijie (Maniform Lingerie) Recent Developments

## 6.16 Aimer

6.16.1 Aimer Company Information

6.16.2 Aimer Intimate Underwear Business Overview

6.16.3 Aimer Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)

6.16.4 Aimer Intimate Underwear Product Portfolio

- 6.16.5 Aimer Recent Developments
- 6.17 Your Sun
  - 6.17.1 Your Sun Company Information
  - 6.17.2 Your Sun Intimate Underwear Business Overview
  - 6.17.3 Your Sun Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)
  - 6.17.4 Your Sun Intimate Underwear Product Portfolio
  - 6.17.5 Your Sun Recent Developments
- 6.18 Lise Charmel
  - 6.18.1 Lise Charmel Company Information
  - 6.18.2 Lise Charmel Intimate Underwear Business Overview
  - 6.18.3 Lise Charmel Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)
  - 6.18.4 Lise Charmel Intimate Underwear Product Portfolio
  - 6.18.5 Lise Charmel Recent Developments
- 6.19 Rupa & Co. Limited
  - 6.19.1 Rupa & Co. Limited Company Information
  - 6.19.2 Rupa & Co. Limited Intimate Underwear Business Overview
  - 6.19.3 Rupa & Co. Limited Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)
  - 6.19.4 Rupa & Co. Limited Intimate Underwear Product Portfolio
  - 6.19.5 Rupa & Co. Limited Recent Developments
- 6.20 Debenhams
  - 6.20.1 Debenhams Company Information
  - 6.20.2 Debenhams Intimate Underwear Business Overview
  - 6.20.3 Debenhams Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)
  - 6.20.4 Debenhams Intimate Underwear Product Portfolio
  - 6.20.5 Debenhams Recent Developments
- 6.21 Wolf Lingerie
  - 6.21.1 Wolf Lingerie Company Information
  - 6.21.2 Wolf Lingerie Intimate Underwear Business Overview
  - 6.21.3 Wolf Lingerie Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)
  - 6.21.4 Wolf Lingerie Intimate Underwear Product Portfolio
  - 6.21.5 Wolf Lingerie Recent Developments
- 6.22 Hanky Panky
  - 6.22.1 Hanky Panky Company Information
  - 6.22.2 Hanky Panky Intimate Underwear Business Overview
  - 6.22.3 Hanky Panky Intimate Underwear Sales, Revenue and Gross Margin

(2019-2024)

6.22.4 Hanky Panky Intimate Underwear Product Portfolio

6.22.5 Hanky Panky Recent Developments

6.23 Tinsino

6.23.1 Tinsino Company Information

6.23.2 Tinsino Intimate Underwear Business Overview

6.23.3 Tinsino Intimate Underwear Sales, Revenue and Gross Margin (2019-2024)

6.23.4 Tinsino Intimate Underwear Product Portfolio

6.23.5 Tinsino Recent Developments

6.24 VIP Clothing Ltd.

6.24.1 VIP Clothing Ltd. Company Information

6.24.2 VIP Clothing Ltd. Intimate Underwear Business Overview

6.24.3 VIP Clothing Ltd. Intimate Underwear Sales, Revenue and Gross Margin

(2019-2024)

6.24.4 VIP Clothing Ltd. Intimate Underwear Product Portfolio

6.24.5 VIP Clothing Ltd. Recent Developments

## **5 GLOBAL INTIMATE UNDERWEAR MARKET SCENARIO BY REGION**

5.1 Global Intimate Underwear Market Size by Region: 2019 VS 2023 VS 2030

5.2 Global Intimate Underwear Sales by Region: 2019-2030

5.2.1 Global Intimate Underwear Sales by Region: 2019-2024

5.2.2 Global Intimate Underwear Sales by Region: 2025-2030

5.3 Global Intimate Underwear Revenue by Region: 2019-2030

5.3.1 Global Intimate Underwear Revenue by Region: 2019-2024

5.3.2 Global Intimate Underwear Revenue by Region: 2025-2030

5.4 North America Intimate Underwear Market Facts & Figures by Country

5.4.1 North America Intimate Underwear Market Size by Country: 2019 VS 2023 VS 2030

5.4.2 North America Intimate Underwear Sales by Country (2019-2030)

5.4.3 North America Intimate Underwear Revenue by Country (2019-2030)

5.4.4 U.S.

5.4.5 Canada

5.5 Europe Intimate Underwear Market Facts & Figures by Country

5.5.1 Europe Intimate Underwear Market Size by Country: 2019 VS 2023 VS 2030

5.5.2 Europe Intimate Underwear Sales by Country (2019-2030)

5.5.3 Europe Intimate Underwear Revenue by Country (2019-2030)

5.5.4 Germany

5.5.5 France



5.5.6 U.K.

5.5.7 Italy

5.5.8 Russia

## 5.6 Asia Pacific Intimate Underwear Market Facts & Figures by Country

5.6.1 Asia Pacific Intimate Underwear Market Size by Country: 2019 VS 2023 VS 2030

5.6.2 Asia Pacific Intimate Underwear Sales by Country (2019-2030)

5.6.3 Asia Pacific Intimate Underwear Revenue by Country (2019-2030)

5.6.4 China

5.6.5 Japan

5.6.6 South Korea

5.6.7 India

5.6.8 Australia

5.6.9 China Taiwan

5.6.10 Indonesia

5.6.11 Thailand

5.6.12 Malaysia

## 5.7 Latin America Intimate Underwear Market Facts & Figures by Country

5.7.1 Latin America Intimate Underwear Market Size by Country: 2019 VS 2023 VS 2030

5.7.2 Latin America Intimate Underwear Sales by Country (2019-2030)

5.7.3 Latin America Intimate Underwear Revenue by Country (2019-2030)

5.7.4 Mexico

5.7.5 Brazil

5.7.6 Argentina

## 5.8 Middle East and Africa Intimate Underwear Market Facts & Figures by Country

5.8.1 Middle East and Africa Intimate Underwear Market Size by Country: 2019 VS 2023 VS 2030

5.8.2 Middle East and Africa Intimate Underwear Sales by Country (2019-2030)

5.8.3 Middle East and Africa Intimate Underwear Revenue by Country (2019-2030)

5.8.4 Turkey

5.8.5 Saudi Arabia

5.8.6 UAE

## 6 SEGMENT BY TYPE

### 6.1 Global Intimate Underwear Sales by Type (2019-2030)

6.1.1 Global Intimate Underwear Sales by Type (2019-2030) & (M Units)

6.1.2 Global Intimate Underwear Sales Market Share by Type (2019-2030)

### 6.2 Global Intimate Underwear Revenue by Type (2019-2030)

- 6.2.1 Global Intimate Underwear Sales by Type (2019-2030) & (US\$ Million)
- 6.2.2 Global Intimate Underwear Revenue Market Share by Type (2019-2030)
- 6.3 Global Intimate Underwear Price by Type (2019-2030)

## **7 SEGMENT BY APPLICATION**

- 7.1 Global Intimate Underwear Sales by Application (2019-2030)
  - 7.1.1 Global Intimate Underwear Sales by Application (2019-2030) & (M Units)
  - 7.1.2 Global Intimate Underwear Sales Market Share by Application (2019-2030)
- 7.2 Global Intimate Underwear Revenue by Application (2019-2030)
  - 6.2.1 Global Intimate Underwear Sales by Application (2019-2030) & (US\$ Million)
  - 6.2.2 Global Intimate Underwear Revenue Market Share by Application (2019-2030)
- 7.3 Global Intimate Underwear Price by Application (2019-2030)

## **8 VALUE CHAIN AND SALES CHANNELS ANALYSIS OF THE MARKET**

- 8.1 Intimate Underwear Value Chain Analysis
  - 8.1.1 Intimate Underwear Key Raw Materials
  - 8.1.2 Raw Materials Key Suppliers
  - 8.1.3 Intimate Underwear Production Mode & Process
- 8.2 Intimate Underwear Sales Channels Analysis
  - 8.2.1 Direct Comparison with Distribution Share
  - 8.2.2 Intimate Underwear Distributors
  - 8.2.3 Intimate Underwear Customers

## **9 GLOBAL INTIMATE UNDERWEAR ANALYZING MARKET DYNAMICS**

- 9.1 Intimate Underwear Industry Trends
- 9.2 Intimate Underwear Industry Drivers
- 9.3 Intimate Underwear Industry Opportunities and Challenges
- 9.4 Intimate Underwear Industry Restraints

## **10 REPORT CONCLUSION**

## **11 DISCLAIMER**



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