

Apparel in Denmark

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Abstracts

The golden years of growth, which apparel in Denmark experienced before the crisis, remain beautiful memories. Even though the market performance in 2012 was better than in 2010 and 2011, the overall industry still did not produce any growth worth mentioning. Danes were reluctant to spend money and consumer confidence was even lower than in 2011. Sportswear should be mentioned though as a category which seemed untouchable by the gloomy mood. Sportswear showed impressive growth rates and is...

Euromonitor International's Apparel in Denmark report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2008-2012 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 2017 illustrate how the market is set to change.

Product coverage: Clothing, Footwear, Sportswear.

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

Why buy this report?

Get a detailed picture of the Apparel 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 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning."

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