

Apparel in Poland

<https://marketpublishers.com/r/A0CD674CDD4EN.html>

Date: April 2013

Pages: 115

Price: US\$ 2,100.00 (Single User License)

ID: A0CD674CDD4EN

Abstracts

In 2012 the overall apparel market presented sluggish growth in both value and volume terms. The growth achieved in 2010-2011 was higher than in 2012. The main factor restraining growth was the stagnant economic situation, which negatively affected consumers' purchasing power. In particular, limited personal incomes resulted from wage freezes, rising inflation and rising unemployment. Facing reducing real personal incomes, Poles were not able to significantly increase their expenditure on...

Euromonitor International's Apparel in Poland 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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