

# Apparel in Portugal

<https://marketpublishers.com/r/AB75CA1278DEN.html>

Date: July 2013

Pages: 100

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

ID: AB75CA1278DEN

## Abstracts

The impact of economic constraints on apparel sales has been considerable due to the fall in consumer purchasing power. With austerity measures increasing, consumers have been obliged to change their purchasing habits and adapt to ever lower disposable incomes. Consumers are more cautious in terms of demand, making fewer impulse purchases and with a growing tendency to compare prices before purchasing. As a result, sales declined further across all apparel categories over 2012 in a continuation...

Euromonitor International's Apparel in Portugal 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.

## Contents

Executive Summary

Steep Decline in Consumer Demand

Discounting Activities Proliferate

More Companies Experience Financial Problems

Internet Gaining Popularity

Improvement Expected From 2014

Key Trends and Developments

GDP Contracts by 3.4% in 2012

Companies Compelled To Alter Their Marketing Strategies

Average Apparel Prices Fall in 2012

Internet Retailing Becomes More Than A Marketing Platform for Businesses

Tourism Fuels Luxury Brands

Market Data

Table 1 Sales of Apparel by Category: Volume 2007-2012

Table 2 Sales of Apparel by Category: Value 2007-2012

Table 3 Sales of Apparel by Category: % Volume Growth 2007-2012

Table 4 Sales of Apparel by Category: % Value Growth 2007-2012

Table 5 Apparel Company Shares 2008-2012

Table 6 Apparel Brand Shares 2009-2012

Table 7 Sales of Apparel by Distribution Format: % Analysis 2007-2012

Table 8 Sales of Apparel by Category and Distribution Format: % Analysis 2012

Table 9 Forecast Sales of Apparel by Category: Volume 2012-2017

Table 10 Forecast Sales of Apparel by Category: Value 2012-2017

Table 11 Forecast Sales of Apparel by Category: % Volume Growth 2012-2017

Table 12 Forecast Sales of Apparel by Category: % Value Growth 2012-2017

Definitions

Sources

Summary 1 Research Sources

Adidas Portugal - Artigos Desporto SA in Apparel (portugal)

Strategic Direction

Key Facts

Summary 2 adidas Portugal - Artigos Desporto SA: Key Facts

Summary 3 adidas Portugal - Artigos Desporto SA: Operational Indicators

Company Background

Chart 1 adidas Portugal - Artigos Desporto SA: Adidas in Matosinhos

Production

Competitive Positioning

Summary 4 adidas Portugal - Artigos Desporto SA: Competitive Position 2012  
Internet Strategy

Brasopi - Comércio De Vestuário SA in Apparel (portugal)

Strategic Direction

Key Facts

Summary 5 Brasopi - Comércio de Vestuário SA: Key Facts

Summary 6 Brasopi - Comércio de Vestuário SA: Operational Indicators

Company Background

Chart 2 Brasopi - Comércio de Vestuário SA: Throttleman in Porto

Production

Competitive Positioning

Summary 7 Brasopi - Comércio de Vestuário SA: Competitive Position 2012

Internet Strategy

Cofemel - Sociedade De Vestuário SA in Apparel (portugal)

Strategic Direction

Key Facts

Summary 8 Cofemel - Sociedade de Vestuário SA: Key Facts

Summary 9 Cofemel - Sociedade de Vestuário SA: Operational Indicators

Company Background

Chart 3 Cofemel - Sociedade de Vestuário SA: Tiffosi in Matosinhos

Production

Competitive Positioning

Summary 10 Cofemel - Sociedade de Vestuário SA: Competitive Position 2012

Internet Strategy

Kyaia De Fortunato O Frederico & Ca Lda in Apparel (portugal)

Strategic Direction

Key Facts

Summary 11 Kyaia de Fortunato O Frederico & Ca Lda: Key Facts

Summary 12 Kyaia de Fortunato O Frederico & Ca Lda: Operational Indicators

Company Background

Production

Summary 13 Kyaia de Fortunato O Frederico & Ca Lda: Production Statistics 2012

Competitive Positioning

Summary 14 Kyaia de Fortunato O Frederico & Ca Lda: Competitive Position 2012

Internet Strategy

Lanidor-comércio De Pronto-a-vestir SA in Apparel (portugal)

Strategic Direction

Key Facts

Summary 15 Lanidor - Comércio de Pronto-A-Vestir, SA: Key Facts

Summary 16 Lanidor - Comércio de Pronto-A-Vestir, SA: Operational Indicators  
Company Background

Chart 4 Lanidor - Comércio de Pronto-A-Vestir, SA: Lanidor in Porto

Production

Competitive Positioning

Summary 17 Lanidor - Comércio de Pronto-A-Vestir SA: Competitive Position 2012

Internet Strategy

Nike Portugal SA in Apparel (portugal)

Strategic Direction

Key Facts

Summary 18 Nike Portugal SA: Key Facts

Summary 19 Nike Portugal SA: Operational Indicators

Company Background

Chart 5 Nike Portugal SA: Nike in Matosinhos

Production

Competitive Positioning

Summary 20 Nike Portugal SA: Competitive Position 2012

Internet Strategy

Pedouro - Calçados Lda in Apparel (portugal)

Strategic Direction

Key Facts

Summary 21 Pedouro - Calçados Lda: Key Facts

Summary 22 Pedouro - Calçados Lda: Operational Indicators

Company Background

Production

Riopele - Têxteis SA in Apparel (portugal)

Strategic Direction

Key Facts

Summary 23 Riopele - Têxteis SA: Key Facts

Summary 24 Riopele - Têxteis SA: Operational Indicators

Company Background

Production

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 13 Sales of Childrenswear by Category: Volume 2007-2012

Table 14 Sales of Childrenswear by Category: Value 2007-2012

Table 15 Sales of Childrenswear by Category: % Volume Growth 2007-2012

Table 16 Sales of Childrenswear by Category: % Value Growth 2007-2012

Table 17 Childrenswear Company Shares 2008-2012

Table 18 Childrenswear Brand Shares 2009-2012

Table 19 Forecast Sales of Childrenswear by Category: Volume 2012-2017

Table 20 Forecast Sales of Childrenswear by Category: Value 2012-2017

Table 21 Forecast Sales of Childrenswear by Category: % Volume Growth 2012-2017

Table 22 Forecast Sales of Childrenswear by Category: % Value Growth 2012-2017

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 23 Sales of Clothing Accessories by Category: Volume 2007-2012

Table 24 Sales of Clothing Accessories by Category: Value 2007-2012

Table 25 Sales of Clothing Accessories by Category: % Volume Growth 2007-2012

Table 26 Sales of Clothing Accessories by Category: % Value Growth 2007-2012

Table 27 Clothing Accessories Company Shares 2008-2012

Table 28 Clothing Accessories Brand Shares 2009-2012

Table 29 Forecast Sales of Clothing Accessories by Category: Volume 2012-2017

Table 30 Forecast Sales of Clothing Accessories by Category: Value 2012-2017

Table 31 Forecast Sales of Clothing Accessories by Category: % Volume Growth 2012-2017

Table 32 Forecast Sales of Clothing Accessories by Category: % Value Growth 2012-2017

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 33 Sales of Men's Outerwear: Volume 2007-2012

Table 34 Sales of Men's Outerwear: Value 2007-2012

Table 35 Sales of Men's Outerwear: % Volume Growth 2007-2012

Table 36 Sales of Men's Outerwear: % Value Growth 2007-2012

Table 37 Men's Outerwear Company Shares 2008-2012

Table 38 Men's Outerwear Brand Shares 2009-2012

Table 39 Forecast Sales of Men's Outerwear: Volume 2012-2017

Table 40 Forecast Sales of Men's Outerwear: Value 2012-2017

Table 41 Forecast Sales of Men's Outerwear: % Volume Growth 2012-2017

## Table 42 Forecast Sales of Men's Outerwear: % Value Growth 2012-2017

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 43 Sales of Women's Outerwear: Volume 2007-2012

Table 44 Sales of Women's Outerwear: Value 2007-2012

Table 45 Sales of Women's Outerwear: % Volume Growth 2007-2012

Table 46 Sales of Women's Outerwear: % Value Growth 2007-2012

Table 47 Women's Outerwear Company Shares 2008-2012

Table 48 Women's Outerwear Brand Shares 2009-2012

Table 49 Forecast Sales of Women's Outerwear: Volume 2012-2017

Table 50 Forecast Sales of Women's Outerwear: Value 2012-2017

Table 51 Forecast Sales of Women's Outerwear: % Volume Growth 2012-2017

Table 52 Forecast Sales of Women's Outerwear: % Value Growth 2012-2017

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Summary 25 Jeans by Price Platform 2012

Table 53 Sales of Jeans: Volume 2007-2012

Table 54 Sales of Jeans: Value 2007-2012

Table 55 Sales of Jeans: % Volume Growth 2007-2012

Table 56 Sales of Jeans: % Value Growth 2007-2012

Table 57 Sales of Men's Jeans: Volume 2007-2012

Table 58 Sales of Men's Jeans: Value 2007-2012

Table 59 Sales of Men's Jeans: % Volume Growth 2007-2012

Table 60 Sales of Men's Jeans: % Value Growth 2007-2012

Table 61 Sales of Women's Jeans: Volume 2007-2012

Table 62 Sales of Women's Jeans: Value 2007-2012

Table 63 Sales of Women's Jeans: % Volume Growth 2007-2012

Table 64 Sales of Women's Jeans: % Value Growth 2007-2012

Table 65 Jeans Company Shares 2008-2012

Table 66 Jeans Brand Shares 2009-2012

Table 67 Forecast Sales of Jeans: Volume 2012-2017

Table 68 Forecast Sales of Jeans: Value 2012-2017

Table 69 Forecast Sales of Jeans: % Volume Growth 2012-2017

Table 70 Forecast Sales of Jeans: % Value Growth 2012-2017

Table 71 Forecast Sales of Men's Jeans: Volume 2012-2017

Table 72 Forecast Sales of Men's Jeans: Value 2012-2017

Table 73 Forecast Sales of Men's Jeans: % Volume Growth 2012-2017

Table 74 Forecast Sales of Men's Jeans: % Value Growth 2012-2017

Table 75 Forecast Sales of Women's Jeans: Volume 2012-2017

Table 76 Forecast Sales of Women's Jeans: Value 2012-2017

Table 77 Forecast Sales of Women's Jeans: % Volume Growth 2012-2017

Table 78 Forecast Sales of Women's Jeans: % Value Growth 2012-2017

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 79 Sales of Underwear, Nightwear and Swimwear by Category: Volume 2007-2012

Table 80 Sales of Underwear, Nightwear and Swimwear by Category: Value 2007-2012

Table 81 Sales of Underwear, Nightwear and Swimwear by Category: % Volume Growth 2007-2012

Table 82 Sales of Underwear, Nightwear and Swimwear by Category: % Value Growth 2007-2012

Table 83 Sales of Men's Underwear, Nightwear and Swimwear: Volume 2007-2012

Table 84 Sales of Men's Underwear, Nightwear and Swimwear: Value 2007-2012

Table 85 Sales of Men's Underwear, Nightwear and Swimwear: % Volume Growth 2007-2012

Table 86 Sales of Men's Underwear, Nightwear and Swimwear: % Value Growth 2007-2012

Table 87 Sales of Women's Underwear, Nightwear and Swimwear: Volume 2007-2012

Table 88 Sales of Women's Underwear, Nightwear and Swimwear: Value 2007-2012

Table 89 Sales of Women's Underwear, Nightwear and Swimwear: % Volume Growth 2007-2012

Table 90 Sales of Women's Underwear, Nightwear and Swimwear: % Value Growth 2007-2012

Table 91 Underwear, Nightwear and Swimwear Company Shares 2008-2012

Table 92 Underwear, Nightwear and Swimwear Brand Shares 2009-2012

Table 93 Forecast Sales of Underwear, Nightwear and Swimwear by Category: Volume 2012-2017

Table 94 Forecast Sales of Underwear, Nightwear and Swimwear by Category: Value



2012-2017

Table 95 Forecast Sales of Underwear, Nightwear and Swimwear by Category: % Volume Growth 2012-2017

Table 96 Forecast Sales of Underwear, Nightwear and Swimwear by Category: % Value Growth 2012-2017

Table 97 Forecast Sales of Men's Underwear, Nightwear and Swimwear: Volume 2012-2017

Table 98 Forecast Sales of Men's Underwear, Nightwear and Swimwear: Value 2012-2017

Table 99 Forecast Sales of Men's Underwear, Nightwear and Swimwear: % Volume Growth 2012-2017

Table 100 Forecast Sales of Men's Underwear, Nightwear and Swimwear: % Value Growth 2012-2017

Table 101 Forecast Sales of Women's Underwear, Nightwear and Swimwear: Volume 2012-2017

Table 102 Forecast Sales of Women's Underwear, Nightwear and Swimwear: Value 2012-2017

Table 103 Forecast Sales of Women's Underwear, Nightwear and Swimwear: % Volume Growth 2012-2017

Table 104 Forecast Sales of Women's Underwear, Nightwear and Swimwear: % Value Growth 2012-2017

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 105 Sales of Hosiery by Category: Volume 2007-2012

Table 106 Sales of Hosiery by Category: Value 2007-2012

Table 107 Sales of Hosiery by Category: % Volume Growth 2007-2012

Table 108 Sales of Hosiery by Category: % Value Growth 2007-2012

Table 109 Hosiery Company Shares 2008-2012

Table 110 Hosiery Brand Shares 2009-2012

Table 111 Forecast Sales of Hosiery by Category: Volume 2012-2017

Table 112 Forecast Sales of Hosiery by Category: Value 2012-2017

Table 113 Forecast Sales of Hosiery by Category: % Volume Growth 2012-2017

Table 114 Forecast Sales of Hosiery by Category: % Value Growth 2012-2017

Headlines

Trends

Competitive Landscape

## Prospects

### Category Data

Table 115 Sales of Footwear by Category: Volume 2007-2012

Table 116 Sales of Footwear by Category: Value 2007-2012

Table 117 Sales of Footwear by Category: % Volume Growth 2007-2012

Table 118 Sales of Footwear by Category: % Value Growth 2007-2012

Table 119 Footwear Company Shares 2008-2012

Table 120 Footwear Brand Shares 2009-2012

Table 121 Sales of Footwear by Distribution Format: % Analysis 2007-2012

Table 122 Forecast Sales of Footwear by Category: Volume 2012-2017

Table 123 Forecast Sales of Footwear by Category: Value 2012-2017

Table 124 Forecast Sales of Footwear by Category: % Volume Growth 2012-2017

Table 125 Forecast Sales of Footwear by Category: % Value Growth 2012-2017

### Headlines

### Trends

### Competitive Landscape

## Prospects

### Category Data

Table 126 Sales of Sportswear: Value 2007-2012

Table 127 Sales of Sportswear: % Value Growth 2007-2012

Table 128 Sportswear Company Shares 2008-2012

Table 129 Sportswear Brand Shares 2009-2012

Table 130 Sales of Sportswear by Distribution Format: % Analysis 2007-2012

Table 131 Forecast Sales of Sportswear: Value 2012-2017

Table 132 Forecast Sales of Sportswear: % Value Growth 2012-2017

## I would like to order

Product name: Apparel in Portugal

Product link: <https://marketpublishers.com/r/AB75CA1278DEN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

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

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AB75CA1278DEN.html>

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

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.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