

# Apparel in Romania

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## Abstracts

During 2011, Romanian consumers struggled with weakening purchasing power and thus carefully managed their household budgets. However, in 2012 interest in apparel and fashion increased. The industry suffered from rising cotton prices – a development which increased production costs for clothing and footwear while high fuel prices and rising inflation are also putting upwards pressure on unit prices in all areas. Nevertheless, apparel performed better in 2012 than in 2011 and prospects are...

Euromonitor International's Apparel in Romania 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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