

Apparel in Spain

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Abstracts

Apparel in Spain experienced declining volume sales through most of the review period as a result of the stagnation of domestic consumption, and 2011 was no exception. For this reason, players sought new ways to reach consumers who were reluctant to purchase. Among these new possibilities, internet retailing gain in popularity, along with the promotion of organic products, customer loyalty rewards programs or increasing the supply of low-cost items.

Euromonitor International's Apparel in Spain report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2007-2011 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 2016 illustrate how the market is set to change.

Product coverage: Clothing, Footwear.

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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