

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.

Contents

Executive Summary

Companies Find New Strategies To Cope With Economic Crisis

Pricing Remains Flat in Order To Aid Flagging Sales

Sportswear Manufacturers Witness Sales Growth

Internet Retailing Gains Popularity

Forecast Sales Growth Gloomy

Key Trends and Developments

Internet Retailing Grows Despite Economic Crisis

New Healthy Habits Drive Sportswear Purchases

Pricing in Apparel

Different Paths To Success

Consumers Search for the Best 'bargains'

Market Data

Table 1 Sales of Apparel by Category: Volume 2006-2011

Table 2 Sales of Apparel by Category: Value 2006-2011

Table 3 Sales of Apparel by Category: % Volume Growth 2006-2011

Table 4 Sales of Apparel by Category: % Value Growth 2006-2011

Table 5 Apparel Company Shares 2007-2011

Table 6 Apparel Brand Shares 2008-2011

Table 7 Sales of Apparel by Distribution Format: % Analysis 2006-2011

Table 8 Sales of Apparel by Category and Distribution Format: % Analysis 2011

Table 9 Sales of Clothing by Category and Distribution Format: % Analysis 2011

Table 10 Forecast Sales of Apparel by Category: Volume 2011-2016

Table 11 Forecast Sales of Apparel by Category: Value 2011-2016

Table 12 Forecast Sales of Apparel by Category: % Volume Growth 2011-2016

Table 13 Forecast Sales of Apparel by Category: % Value Growth 2011-2016

Definitions

Sources

Summary 1 Research Sources

Abasic Slu in Apparel (spain)

Strategic Direction

Key Facts

Summary 2 Abasic SLU: Key Facts

Summary 3 Abasic SLU: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 4 Abasic SLU: Competitive Position 2011
Internet Strategy
Adidas España SA in Apparel (spain)
Strategic Direction
Key Facts
 Summary 5 adidas España SA: Key Facts
 Summary 6 adidas España SA: Operational Indicators
Company Background
Production
Competitive Positioning
 Summary 7 adidas España S.A: Competitive Position 2011
Internet Strategy
American Nike SA in Apparel (spain)
Strategic Direction
Key Facts
 Summary 8 American Nike SA : Key Facts
 Summary 9 American Nike SA: Operational Indicators
Company Background
Production
Competitive Positioning
 Summary 10 American Nike SA: Competitive Position 2011
Internet Strategy
Creaciones Mirto SA in Apparel (spain)
Strategic Direction
Key Facts
 Summary 11 Creaciones Mirto SA: Key Facts
 Summary 12 Creaciones Mirto SA: Operational Indicators
Company Background
Production
Hennes & Mauritz SI in Apparel (spain)
Strategic Direction
Key Facts
 Summary 13 Hennes & Mauritz SL: Key Facts
 Summary 14 Hennes & Mauritz SL: Operational Indicators
Company Background
Chart 1 Hennes & Mauritz: H&M in Barcelona
Production
Competitive Positioning
 Summary 15 Hennes & Mauritz SL: Competitive Positioning 2011

Internet Strategy

Inditex, Industria De Diseño Textil SA in Apparel (spain)

Strategic Direction

Key Facts

Summary 16 Inditex, Industria de Diseño Textil SA: Key Facts

Summary 17 Inditex, Industria de Diseño Textil SA : Operational Indicators

Company Background

Chart 2 Inditex, Industria de Diseño Textil SA: Zara in Barcelona

Chart 3 Inditex, Industria de Diseño Textil SA: Bershka in Barcelona

Production

Competitive Positioning

Summary 18 Summary : Inditex, Industria de Diseño Textil SA : Competitive Position 2011

Internet Strategy

Industrias Y Confecciones SA in Apparel (spain)

Strategic Direction

Key Facts

Summary 19 Industrias y Confecciones SA: Key Facts

Summary 20 Industrias y Confecciones SA: Operational Indicators

Company Background

Production

Summary 21 Industrias y Confecciones SA: Production Statistics 2011

Levi Strauss España SA in Apparel (spain)

Strategic Direction

Key Facts

Summary 22 Levi Strauss España SA: Key Facts

Summary 23 Levi Strauss España SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 24 Levi Strauss España S.A : Competitive Position 2011

Internet Strategy

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 14 Sales of Childrenswear by Category: Volume 2006-2011

Table 15 Sales of Childrenswear by Category: Value 2006-2011

Table 16 Sales of Childrenswear by Category: % Volume Growth 2006-2011

Table 17 Sales of Childrenswear by Category: % Value Growth 2006-2011

Table 18 Childrenswear Company Shares 2007-2011

Table 19 Childrenswear Brand Shares 2008-2011

Table 20 Sales of Childrenswear by Distribution Format: % Analysis 2006-2011

Table 21 Forecast Sales of Childrenswear by Category: Volume 2011-2016

Table 22 Forecast Sales of Childrenswear by Category: Value 2011-2016

Table 23 Forecast Sales of Childrenswear by Category: % Volume Growth 2011-2016

Table 24 Forecast Sales of Childrenswear by Category: % Value Growth 2011-2016

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 25 Sales of Clothing Accessories by Category: Volume 2006-2011

Table 26 Sales of Clothing Accessories by Category: Value 2006-2011

Table 27 Sales of Clothing Accessories by Category: % Volume Growth 2006-2011

Table 28 Sales of Clothing Accessories by Category: % Value Growth 2006-2011

Table 29 Clothing Accessories Company Shares 2007-2011

Table 30 Clothing Accessories Brand Shares 2008-2011

Table 31 Sales of Clothing Accessories by Distribution Format: % Analysis 2006-2011

Table 32 Forecast Sales of Clothing Accessories by Category: Volume 2011-2016

Table 33 Forecast Sales of Clothing Accessories by Category: Value 2011-2016

Table 34 Forecast Sales of Clothing Accessories by Category: % Volume Growth 2011-2016

Table 35 Forecast Sales of Clothing Accessories by Category: % Value Growth 2011-2016

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 36 Sales of Men's Outerwear: Volume 2006-2011

Table 37 Sales of Men's Outerwear: Value 2006-2011

Table 38 Sales of Men's Outerwear: % Volume Growth 2006-2011

Table 39 Sales of Men's Outerwear: % Value Growth 2006-2011

Table 40 Men's Outerwear Company Shares 2007-2011

Table 41 Men's Outerwear Brand Shares 2008-2011

Table 42 Sales of Men's Outerwear by Distribution Format: % Analysis 2006-2011

Table 43 Forecast Sales of Men's Outerwear: Volume 2011-2016

Table 44 Forecast Sales of Men's Outerwear: Value 2011-2016

Table 45 Forecast Sales of Men's Outerwear: % Volume Growth 2011-2016

Table 46 Forecast Sales of Men's Outerwear: % Value Growth 2011-2016

Table 47 Apparel Size Chart for Men: Massimo Dutti (shirts)

Table 48 Apparel Size Chart for Men: Levi's

Table 49 Apparel Size Chart for Men: Pull & Bear (coats)

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 50 Sales of Women's Outerwear: Volume 2006-2011

Table 51 Sales of Women's Outerwear: Value 2006-2011

Table 52 Sales of Women's Outerwear: % Volume Growth 2006-2011

Table 53 Sales of Women's Outerwear: % Value Growth 2006-2011

Table 54 Women's Outerwear Company Shares 2007-2011

Table 55 Women's Outerwear Brand Shares 2008-2011

Table 56 Sales of Women's Outerwear by Distribution Format: % Analysis 2006-2011

Table 57 Forecast Sales of Women's Outerwear: Volume 2011-2016

Table 58 Forecast Sales of Women's Outerwear: Value 2011-2016

Table 59 Forecast Sales of Women's Outerwear: % Volume Growth 2011-2016

Table 60 Forecast Sales of Women's Outerwear: % Value Growth 2011-2016

Table 61 Apparel Size Chart for Women: Pull & Bear

Table 62 Apparel Size Chart for Women: Stradivarius (trousers)

Table 63 Apparel Size Chart for Women: H&M (tops)

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Summary 25 Jeans by Price Platform 2011

Table 64 Sales of Jeans: Volume 2006-2011

Table 65 Sales of Jeans: Value 2006-2011

Table 66 Sales of Jeans: % Volume Growth 2006-2011

Table 67 Sales of Jeans: % Value Growth 2006-2011

Table 68 Sales of Men's Jeans: Volume 2006-2011

Table 69 Sales of Men's Jeans: Value 2006-2011

Table 70 Sales of Men's Jeans: % Volume Growth 2006-2011

Table 71 Sales of Men's Jeans: % Value Growth 2006-2011

Table 72 Sales of Women's Jeans: Volume 2006-2011

Table 73 Sales of Women's Jeans: Value 2006-2011

Table 74 Sales of Women's Jeans: % Volume Growth 2006-2011

Table 75 Sales of Women's Jeans: % Value Growth 2006-2011

Table 76 Jeans Company Shares 2007-2011

Table 77 Jeans Brand Shares 2008-2011

Table 78 Forecast Sales of Jeans: Volume 2011-2016

Table 79 Forecast Sales of Jeans: Value 2011-2016

Table 80 Forecast Sales of Jeans: % Volume Growth 2011-2016

Table 81 Forecast Sales of Jeans: % Value Growth 2011-2016

Table 82 Forecast Sales of Men's Jeans: Volume 2011-2016

Table 83 Forecast Sales of Men's Jeans: Value 2011-2016

Table 84 Forecast Sales of Men's Jeans: % Volume Growth 2011-2016

Table 85 Forecast Sales of Men's Jeans: % Value Growth 2011-2016

Table 86 Forecast Sales of Women's Jeans: Volume 2011-2016

Table 87 Forecast Sales of Women's Jeans: Value 2011-2016

Table 88 Forecast Sales of Women's Jeans: % Volume Growth 2011-2016

Table 89 Forecast Sales of Women's Jeans: % Value Growth 2011-2016

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 90 Sales of Underwear, Nightwear and Swimwear by Category: Volume 2006-2011

Table 91 Sales of Underwear, Nightwear and Swimwear by Category: Value 2006-2011

Table 92 Sales of Underwear, Nightwear and Swimwear by Category: % Volume Growth 2006-2011

Table 93 Sales of Underwear, Nightwear and Swimwear by Category: % Value Growth 2006-2011

Table 94 Sales of Men's Underwear, Nightwear and Swimwear: Volume 2006-2011

Table 95 Sales of Men's Underwear, Nightwear and Swimwear: Value 2006-2011

Table 96 Sales of Men's Underwear, Nightwear and Swimwear: % Volume Growth 2006-2011

Table 97 Sales of Men's Underwear, Nightwear and Swimwear: % Value Growth 2006-2011

Table 98 Sales of Women's Underwear, Nightwear and Swimwear: Volume 2006-2011

- Table 99 Sales of Women's Underwear, Nightwear and Swimwear: Value 2006-2011
- Table 100 Sales of Women's Underwear, Nightwear and Swimwear: % Volume Growth 2006-2011
- Table 101 Sales of Women's Underwear, Nightwear and Swimwear: % Value Growth 2006-2011
- Table 102 Underwear, Nightwear and Swimwear Company Shares 2007-2011
- Table 103 Underwear, Nightwear and Swimwear Brand Shares 2008-2011
- Table 104 Sales of Men's Underwear, Nightwear and Swimwear by Distribution Format: % Analysis 2006-2011
- Table 105 Sales of Women's Underwear, Nightwear and Swimwear by Distribution Format: % Analysis 2006-2011
- Table 106 Forecast Sales of Underwear, Nightwear and Swimwear by Category: Volume 2011-2016
- Table 107 Forecast Sales of Underwear, Nightwear and Swimwear by Category: Value 2011-2016
- Table 108 Forecast Sales of Underwear, Nightwear and Swimwear by Category: % Volume Growth 2011-2016
- Table 109 Forecast Sales of Underwear, Nightwear and Swimwear by Category: % Value Growth 2011-2016
- Table 110 Forecast Sales of Men's Underwear, Nightwear and Swimwear: Volume 2011-2016
- Table 111 Forecast Sales of Men's Underwear, Nightwear and Swimwear: Value 2011-2016
- Table 112 Forecast Sales of Men's Underwear, Nightwear and Swimwear: % Volume Growth 2011-2016
- Table 113 Forecast Sales of Men's Underwear, Nightwear and Swimwear: % Value Growth 2011-2016
- Table 114 Forecast Sales of Women's Underwear, Nightwear and Swimwear: Volume 2011-2016
- Table 115 Forecast Sales of Women's Underwear, Nightwear and Swimwear: Value 2011-2016
- Table 116 Forecast Sales of Women's Underwear, Nightwear and Swimwear: % Volume Growth 2011-2016
- Table 117 Forecast Sales of Women's Underwear, Nightwear and Swimwear: % Value Growth 2011-2016

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 118 Sales of Hosiery by Category: Volume 2006-2011

Table 119 Sales of Hosiery by Category: Value 2006-2011

Table 120 Sales of Hosiery by Category: % Volume Growth 2006-2011

Table 121 Sales of Hosiery by Category: % Value Growth 2006-2011

Table 122 Hosiery Company Shares 2007-2011

Table 123 Hosiery Brand Shares 2008-2011

Table 124 Sales of Hosiery by Distribution Format: % Analysis 2006-2011

Table 125 Forecast Sales of Hosiery by Category: Volume 2011-2016

Table 126 Forecast Sales of Hosiery by Category: Value 2011-2016

Table 127 Forecast Sales of Hosiery by Category: % Volume Growth 2011-2016

Table 128 Forecast Sales of Hosiery by Category: % Value Growth 2011-2016

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 129 Sales of Footwear by Category: Volume 2006-2011

Table 130 Sales of Footwear by Category: Value 2006-2011

Table 131 Sales of Footwear by Category: % Volume Growth 2006-2011

Table 132 Sales of Footwear by Category: % Value Growth 2006-2011

Table 133 Footwear Company Shares 2007-2011

Table 134 Footwear Brand Shares 2008-2011

Table 135 Sales of Footwear by Distribution Format: % Analysis 2006-2011

Table 136 Forecast Sales of Footwear by Category: Volume 2011-2016

Table 137 Forecast Sales of Footwear by Category: Value 2011-2016

Table 138 Forecast Sales of Footwear by Category: % Volume Growth 2011-2016

Table 139 Forecast Sales of Footwear by Category: % Value Growth 2011-2016

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