

Apparel in Taiwan

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Abstracts

Taiwan's economy recorded low growth in 2012 and consumer confidence remained weak throughout most of the year as a result of the price hike in oil, rents and food. Consumer expenditure on apparel weakened as Taiwanese consumers cut back on unnecessary spending and turned to cheaper alternatives offered through hypermarkets, online retailers and other non-grocery retailers such as street vendors and night markets. Low sales activity prompted retailers to engage in several price-reduction...

Euromonitor International's Apparel in Taiwan 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

Economic Slowdown Causes Weakening of Apparel Sales

Increased Preference for Fast Fashion

Economy and Standard Brands Record Stronger Performance

Internet Retailing Continues To Witness Rapid Growth

Stronger Consumer Confidence To Drive Sales

Key Trends and Developments

Rapid Growth of Fast Fashion

Pricing: Average Unit Prices Decline

Competitive Environment: Private Label Brands Grow in Popularity

Internet Retailing Continues Rapid Growth

Catering To Ageing Population in Taiwan

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 Taiwan Ltd in Apparel (taiwan)

Strategic Direction

Key Facts

Summary 2 adidas Taiwan Ltd: Key Facts

Company Background

Chart 1 adidas Taiwan Ltd: adidas in Taipei

Production

Competitive Positioning

Summary 3 adidas Taiwan Ltd: Competitive Position 2012

Internet Strategy

Brs Nike Taiwan Co Ltd in Apparel (taiwan)

Strategic Direction

Key Facts

Summary 4 BRS Nike Taiwan Co Ltd: Key Facts

Company Background

Chart 2 BRS Nike Taiwan Co Ltd: Nike in Taipei

Production

Competitive Positioning

Summary 5 BRS Nike Taiwan Co Ltd: Competitive Position 2012

Internet Strategy

La New International Corp in Apparel (taiwan)

Strategic Direction

Key Facts

Summary 6 La New International Corp: Key Facts

Company Background

Chart 3 La New International Corp: La New in Taipei

Production

Competitive Positioning

Summary 7 La New International Corp: Competitive Position 2012

Internet Strategy

Les Enphants Co Ltd in Apparel (taiwan)

Strategic Direction

Key Facts

Summary 8 Les Enphants Co Ltd: Key Facts

Summary 9 Les Enphants Co Ltd: Operational Indicators

Company Background

Chart 4 Les Enphants Co Ltd: Les Enphants in Taipei

Production

Summary 10 Les Enphants Co Ltd: Production Statistics 2012

Competitive Positioning

Summary 11 Les Enphants Co Ltd: Competitive Position 2012

Internet Strategy

Makalot Industrial Co Ltd in Apparel (taiwan)

Strategic Direction

Key Facts

Summary 12 Makalot Industrial Co Ltd: Key Facts

Summary 13 Malakot Industrial Co Ltd: Operational Indicators

Company Background

Chart 5 Uni President Enterprises Corp: 7-Select in 7-Eleven, Taipei
Production
Rt Mart International Ltd in Apparel (taiwan)
Strategic Direction
Key Facts
Summary 14 RT-Mart International Ltd: Key Facts
Company Background
Chart 6 RT-Mart International Ltd: IN Extenso in RT-Mart, Taipei
Production
Competitive Positioning
Internet Strategy
Taiwan Wacoal Co Ltd in Apparel (taiwan)
Strategic Direction
Key Facts
Summary 15 Taiwan Wacoal Co Ltd: Key Facts
Summary 16 Taiwan Wacoal Co Ltd: Operational Indicators
Company Background
Chart 7 Taiwan Wacoal Co Ltd: Wacoal in Taipei
Production
Competitive Positioning
Summary 17 Taiwan Wacoal Co Ltd: Competitive Position 2012
Internet Strategy
Tokyo Fashion Co Ltd in Apparel (taiwan)
Strategic Direction
Key Facts
Summary 18 Tokyo Fashion Co Ltd: Key Facts
Company Background
Chart 8 Tokyo Fashion Co Ltd: Tokyo Fashion in Taipei
Production
Competitive Positioning
Internet Strategy
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

Table 33 Apparel Size Chart for Men: Hang Ten

Table 34 Apparel Size Chart for Men: Giordano

Table 35 Apparel Size Chart for Men: Bossini

Category Data

Table 36 Sales of Men's Outerwear: Volume 2007-2012

Table 37 Sales of Men's Outerwear: Value 2007-2012

Table 38 Sales of Men's Outerwear: % Volume Growth 2007-2012

Table 39 Sales of Men's Outerwear: % Value Growth 2007-2012

Table 40 Men's Outerwear Company Shares 2008-2012

Table 41 Men's Outerwear Brand Shares 2009-2012

Table 42 Forecast Sales of Men's Outerwear: Volume 2012-2017

Table 43 Forecast Sales of Men's Outerwear: Value 2012-2017

Table 44 Forecast Sales of Men's Outerwear: % Volume Growth 2012-2017

Table 45 Forecast Sales of Men's Outerwear: % Value Growth 2012-2017

Headlines

Trends

Competitive Landscape

Prospects

Table 46 Apparel Size Chart for Women: Scottish House

Table 47 Apparel Size Chart for Women: Giordano

Table 48 Apparel Size Chart for Women: Theme

Category Data

Table 49 Sales of Women's Outerwear: Volume 2007-2012

Table 50 Sales of Women's Outerwear: Value 2007-2012

Table 51 Sales of Women's Outerwear: % Volume Growth 2007-2012

Table 52 Sales of Women's Outerwear: % Value Growth 2007-2012

Table 53 Women's Outerwear Company Shares 2008-2012

Table 54 Women's Outerwear Brand Shares 2009-2012

Table 55 Forecast Sales of Women's Outerwear: Volume 2012-2017

Table 56 Forecast Sales of Women's Outerwear: Value 2012-2017

Table 57 Forecast Sales of Women's Outerwear: % Volume Growth 2012-2017

Table 58 Forecast Sales of Women's Outerwear: % Value Growth 2012-2017

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 59 Sales of Jeans: Volume 2007-2012

Table 60 Sales of Jeans: Value 2007-2012

Table 61 Sales of Jeans: % Volume Growth 2007-2012

Table 62 Sales of Jeans: % Value Growth 2007-2012

Table 63 Sales of Men's Jeans: Volume 2007-2012

Table 64 Sales of Men's Jeans: Value 2007-2012

Table 65 Sales of Men's Jeans: % Volume Growth 2007-2012

Table 66 Sales of Men's Jeans: % Value Growth 2007-2012

Table 67 Sales of Women's Jeans: Volume 2007-2012

Table 68 Sales of Women's Jeans: Value 2007-2012

Table 69 Sales of Women's Jeans: % Volume Growth 2007-2012

Table 70 Sales of Women's Jeans: % Value Growth 2007-2012

Table 71 Jeans Company Shares 2008-2012

Table 72 Jeans Brand Shares 2009-2012

Table 73 Forecast Sales of Jeans: Volume 2012-2017

Table 74 Forecast Sales of Jeans: Value 2012-2017

Table 75 Forecast Sales of Jeans: % Volume Growth 2012-2017

Table 76 Forecast Sales of Jeans: % Value Growth 2012-2017

Table 77 Forecast Sales of Men's Jeans: Volume 2012-2017

Table 79 Forecast Sales of Men's Jeans: % Volume Growth 2012-2017

Table 80 Forecast Sales of Men's Jeans: % Value Growth 2012-2017

Table 81 Forecast Sales of Women's Jeans: Volume 2012-2017

Table 82 Forecast Sales of Women's Jeans: Value 2012-2017

Table 83 Forecast Sales of Women's Jeans: % Volume Growth 2012-2017

Table 84 Forecast Sales of Women's Jeans: % Value Growth 2012-2017

Summary 19 Jeans by Price Platform 2012

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 85 Sales of Underwear, Nightwear and Swimwear by Category: Volume 2007-2012

Table 86 Sales of Underwear, Nightwear and Swimwear by Category: Value 2007-2012

Table 87 Sales of Underwear, Nightwear and Swimwear by Category: % Volume Growth 2007-2012

Table 88 Sales of Underwear, Nightwear and Swimwear by Category: % Value Growth 2007-2012

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

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

Table 91 Sales of Men's Underwear, Nightwear and Swimwear: % Volume Growth 2007-2012

Table 92 Sales of Men's Underwear, Nightwear and Swimwear: % Value Growth 2007-2012

Table 93 Sales of Women's Underwear, Nightwear and Swimwear: Volume 2007-2012

Table 94 Sales of Women's Underwear, Nightwear and Swimwear: Value 2007-2012

Table 95 Sales of Women's Underwear, Nightwear and Swimwear: % Volume Growth 2007-2012

Table 96 Sales of Women's Underwear, Nightwear and Swimwear: % Value Growth 2007-2012

Table 97 Underwear, Nightwear and Swimwear Company Shares 2008-2012

Table 98 Underwear, Nightwear and Swimwear Brand Shares 2009-2012

Table 99 Forecast Sales of Underwear, Nightwear and Swimwear by Category:

Volume 2012-2017

Table 100 Forecast Sales of Underwear, Nightwear and Swimwear by Category: Value 2012-2017

Table 101 Forecast Sales of Underwear, Nightwear and Swimwear by Category: % Volume Growth 2012-2017

Table 102 Forecast Sales of Underwear, Nightwear and Swimwear by Category: % Value Growth 2012-2017

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

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

Table 105 Forecast Sales of Men's Underwear, Nightwear and Swimwear: % Volume Growth 2012-2017

Table 106 Forecast Sales of Men's Underwear, Nightwear and Swimwear: % Value Growth 2012-2017

Table 107 Forecast Sales of Women's Underwear, Nightwear and Swimwear: Volume 2012-2017

Table 108 Forecast Sales of Women's Underwear, Nightwear and Swimwear: Value 2012-2017

Table 109 Forecast Sales of Women's Underwear, Nightwear and Swimwear: % Volume Growth 2012-2017

Table 110 Forecast Sales of Women's Underwear, Nightwear and Swimwear: % Value Growth 2012-2017

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 111 Sales of Hosiery by Category: Volume 2007-2012

Table 112 Sales of Hosiery by Category: Value 2007-2012

Table 113 Sales of Hosiery by Category: % Volume Growth 2007-2012

Table 114 Sales of Hosiery by Category: % Value Growth 2007-2012

Table 115 Hosiery Company Shares 2008-2012

Table 116 Hosiery Brand Shares 2009-2012

Table 117 Forecast Sales of Hosiery by Category: Volume 2012-2017

Table 118 Forecast Sales of Hosiery by Category: Value 2012-2017

Table 119 Forecast Sales of Hosiery by Category: % Volume Growth 2012-2017

Table 120 Forecast Sales of Hosiery by Category: % Value Growth 2012-2017

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 121 Sales of Footwear by Category: Volume 2007-2012

Table 122 Sales of Footwear by Category: Value 2007-2012

Table 123 Sales of Footwear by Category: % Volume Growth 2007-2012

Table 124 Sales of Footwear by Category: % Value Growth 2007-2012

Table 125 Footwear Company Shares 2008-2012

Table 126 Footwear Brand Shares 2009-2012

Table 127 Sales of Footwear by Distribution Format: % Analysis 2007-2012

Table 128 Forecast Sales of Footwear by Category: Volume 2012-2017

Table 129 Forecast Sales of Footwear by Category: Value 2012-2017

Table 130 Forecast Sales of Footwear by Category: % Volume Growth 2012-2017

Table 131 Forecast Sales of Footwear by Category: % Value Growth 2012-2017

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 132 Sales of Sportswear: Value 2007-2012

Table 133 Sales of Sportswear: % Value Growth 2007-2012

Table 134 Sportswear Company Shares 2008-2012

Table 135 Sportswear Brand Shares 2009-2012

Table 136 Sales of Sportswear by Distribution Format: % Analysis 2007-2012

Table 137 Forecast Sales of Sportswear: Value 2012-2017

Table 138 Forecast Sales of Sportswear: % Value Growth 2012-2017

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