

Apparel in Taiwan

<https://marketpublishers.com/r/A4DD817EC26EN.html>

Date: June 2013

Pages: 112

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

ID: A4DD817EC26EN

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.

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