

# Apparel in Thailand

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## Abstracts

Apparel in Thailand recorded positive retail value and volume growth in 2012. Demand was temporarily interrupted during the beginning of the year as consumers had to allocate money to clean, refurnish and paint housing after the severe flooding crisis during the last quarter of 2011. Things seem to get back on track in the second quarter of 2012 and consumers felt more confidence to go out and shop. Jeans, sports-inspired clothing and footwear, and women's underwear posted impressive...

Euromonitor International's Apparel in Thailand 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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