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Apparel Specialist Retailers in India

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Abstracts

Men's apparel in 2012 maintained higher sales compared to female apparel sales and was the key driver in the increase of sales for apparel specialists in India. The Indian urban consumer base, both men and women, is primarily young and hence more in sync with fashion, upcoming trends and brands. Men's wear for two years consistently surpassed women's apparel sales as Indian men witnessed a shift in their mind set towards fashion and did not shy away from spending the extra amount on apparel,...

Euromonitor International's Apparel Specialist Retailers in India report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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 Specialist Retailers market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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Use five-year forecasts to assess how the market is predicted to develop.

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