

Apparel Specialist Retailers in Portugal

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Abstracts

After the 2008-2009 recession, Portuguese consumers reduced their expenditure as a result of the difficult economic situation which enveloped the country. As consumers remained unsure about their futures in terms of job and salary security in 2012, their expenditure on apparel was negatively affected. There were fewer buyers, and the average basket per buyer also declined. Apparel specialist retailers was in fact the most impacted channel by the financial meltdown in 2012. A substantial move...

Euromonitor International's Apparel Specialist Retailers in Portugal 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;

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 worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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