

# 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.

## Contents

### APPAREL SPECIALIST RETAILERS IN PORTUGAL

Euromonitor International

July 2013

Headlines

Trends

Channel Formats

Chart 1 Apparel Specialist Retailers: Modalfa in Alcobaca

Channel Data

Table 1 Apparel Specialist Retailers: Value Sales, Outlets and Selling Space  
2007-2012

Table 2 Apparel Specialist Retailers: Value Sales, Outlets and Selling Space: %  
Growth 2007-2012

Table 3 Apparel Specialist Retailers Company Shares: % Value 2008-2012

Table 4 Apparel Specialist Retailers Brand Shares: % Value 2009-2012

Table 5 Apparel Specialist Retailers Brand Shares: Outlets 2009-2012

Table 6 Apparel Specialist Retailers Brand Shares: Selling Space 2009-2012

Table 7 Apparel Specialist Retailers Forecasts: Value Sales, Outlets and Selling  
Space 2012-2017

Table 8 Apparel Specialist Retailers Forecasts: Value Sales, Outlets and Selling  
Space: % Growth 2012-2017

C&a-modas Lda & C in Retailing (portugal)

Strategic Direction

Key Facts

Summary 1 C & A-Modas Lda & C: Key Facts

Summary 2 C & A-Modas Lda & C: Operational Indicators

Internet Strategy

Company Background

Private Label

Summary 3 C&A- Modas Lda & C: Private Label Portfolio

Competitive Positioning

Summary 4 C&A-Modas e C: Competitive Position 2011

Industria De Diseno Textil SA in Retailing (portugal)

Strategic Direction

Key Facts

Summary 5 Industria de Diseno Textil SA: Key Facts

Summary 6 Industria de Diseno Textil SA: Operational Indicators

## Internet Strategy

Summary 7 Industria de Diseno Textil SA: Share of Sales Generated by Internet Retailing

Company Background

Private Label

Summary 8 Industria de Diseno Textil SA: Private Label Portfolio

Competitive Positioning

Summary 9 Industria de Diseno Textil: Competitive Position 2012

Itmi - Norte Sul Portugal SA (grupo Os Mosqueteiros) in Retailing (portugal)

Strategic Direction

Key Facts

Summary 10 ITMI - Norte Sul Portugal SA (Grupo Os Mosqueteiros): Key Facts

Summary 11 ITMI - Norte Sul Portugal SA (Grupo Os Mosqueteiros): Operational Indicators

Internet Strategy

Company Background

Private Label

Summary 12 ITMI - Norte Sul Portugal SA (Grupo Os Mosqueteiros): Private Label Portfolio

Competitive Positioning

Summary 13 ITMI - Norte Sul Portugal SA (Grupo Os Mosqueteiros): Competitive Position 2012

Executive Summary

the Persisting Economic Downturn Hits Retailing

Consumption Is Driven by Price and Convenience

Non-grocery Goods Are Currently Considered Non-essential

the Closure of Independent Stores Is Profitable To Chains

Shadow Over Portugal's Economic Future

Key Trends and Developments

Economic Conditions Hamper the Retail Environment

Internet Retailing Increases

New Government Regulation Revises Sunday Shopping

Private Label

Price and Proximity Are Growing Success Factors

Apparel Retailers Face Recent But Important Difficulties

Market Indicators

Table 9 Employment in Retailing 2007-2012

Market Data

Table 10 Sales in Retailing by Channel: Value 2007-2012

Table 11 Sales in Retailing by Channel: % Value Growth 2007-2012
Table 12 Sales in Store-Based Retailing by Channel: Value 2007-2012
Table 13 Store-Based Retailing Outlets by Channel: Units 2007-2012
Table 14 Sales in Store-Based Retailing by Channel: % Value Growth 2007-2012
Table 15 Store-Based Retailing Outlets by Channel: % Unit Growth 2007-2012
Table 16 Sales in Non-store Retailing by Channel: Value 2007-2012
Table 17 Sales in Non-store Retailing by Channel: % Value Growth 2007-2012
Table 18 Sales in Retailing by Grocery vs Non-Grocery: 2007-2012
Table 19 Sales in Non-Grocery Retailers by Channel: Value 2007-2012
Table 20 Non-Grocery Retailers Outlets by Channel: Units 2007-2012
Table 21 Sales in Non-Grocery Retailers by Channel: % Value Growth 2007-2012
Table 22 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2007-2012
Table 23 Retailing Company Shares: % Value 2008-2012
Table 24 Retailing Brand Shares: % Value 2009-2012
Table 25 Store-Based Retailing Company Shares: % Value 2008-2012
Table 26 Store-Based Retailing Brand Shares: % Value 2009-2012
Table 27 Store-Based Retailing Brand Shares: Outlets 2009-2012
Table 28 Non-store Retailing Company Shares: % Value 2008-2012
Table 29 Non-store Retailing Brand Shares: % Value 2009-2012
Table 30 Non-Grocery Retailers Company Shares: % Value 2008-2012
Table 31 Non-Grocery Retailers Brand Shares: % Value 2009-2012
Table 32 Non-Grocery Retailers Brand Shares: Outlets 2009-2012
Table 33 Forecast Sales in Retailing by Channel: Value 2012-2017
Table 34 Forecast Sales in Retailing by Channel: % Value Growth 2012-2017
Table 35 Forecast Sales in Store-Based Retailing by Channel: Value 2012-2017
Table 36 Forecast Store-Based Retailing Outlets by Channel: Units 2012-2017
Table 37 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2012-2017
Table 38 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2012-2017
Table 39 Forecast Sales in Non-store Retailing by Channel: Value 2012-2017
Table 40 Forecast Sales in Non-store Retailing by Channel: % Value Growth 2012-2017
Table 41 Forecast Sales in Non-Grocery Retailers by Channel: Value 2012-2017
Table 42 Forecast Non-Grocery Retailers Outlets by Channel: Units 2012-2017
Table 43 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2012-2017
Table 44 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2012-2017

Appendix

Operating Environment

Cash and Carry

Table 45 Cash and Carry: Sales Value 2007-2012

Table 46 Cash and Carry: Sales by National Brand Owner: Sales Value 2009-2012

Table 47 Cash and Carry: Number of Outlets by National Brand Owner: 2009-2012

Definitions

Sources

Summary 14 Research Sources

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