

Associated British Foods Plc (ABF) in Apparel (World)

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Abstracts

ABF's Primark brand is the number one choice for consumers looking for clothes so cheap they can afford to ruin them, or for in-trend copies of catwalk products with a short life. The company has expanded its store network rapidly, but remains limited to seven markets in Western Europe, and in the UK in particular. Although the retailer made no announcements, there is speculation that in the long term it will seek to expand into new emerging markets, with Eastern Europe the logical first choice.

Euromonitor International's Associated British Foods Plc (ABF) in Apparel (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Apparel industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Clothing, Footwear.

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

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