

Childrenswear in Taiwan

URL:	https://marketpublishers.com/r/C7CE4907EABEN.html
Date:	March 24, 2017
Pages:	25
Price:	US\$ 990.00
ID:	C7CE4907EABEN

The birth rate in Taiwan continued to decline in 2016 because of the older age at which people are getting married and the economic concerns related to raising kids. Because of the low birth rate, children are fewer in number but more precious to the family. Each family member is willing to spend money on the children. Therefore, childrenswear continued to enjoy positive current value growth in 2016 despite the low birth rate.

Euromonitor International's Childrenswear in Taiwan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016 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 2021 illustrate how the market is set to change.

Product coverage: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- Get a detailed picture of the Childrenswear 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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International Brands Dominate With Small Independent Brands Booming

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