

Clothing - Germany

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Abstracts

The sector for clothing showed a good performance in 2008 exceeding the success of the previous year. Several trends observed in the sector of clothing in 2008 also influenced the good performance. Consumers seem to wait for the sales before they buy. In the light of the recession, Germans do not tend to buy clothes when needed but they opt for more favourable offers e.g. buying their favourite designer outfits during the sales or through online shopping at much lower prices. This is especially...

Euromonitor International's Clothing in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2004-2008 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 2013 illustrate how the market is set to change.

Product coverage: Childrenswear, Clothing accessories, Men's outerwear, Socks, stockings and tights, Underwear and nightwear, Women's outerwear.

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

Why buy this report?

Get a detailed picture of the Clothing 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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