

Clothing and Footwear - Brazil

<https://marketpublishers.com/r/CA6DB95E327EN.html>

Date: September 2009

Pages: 40

Price: US\$ 1,100.00 (Single User License)

ID: CA6DB95E327EN

Abstracts

Sales of clothing and footwear saw accelerated growth in the review period, following the moderate growth of 2006. The year of 2007 proved to be particularly beneficial for clothing and footwear manufacturers as sales growth reached its highest levels. Worsening economic conditions in 2008 caused sales growth to slow down in 2008, but continued proving to be a positive scenario for manufacturers and retailers. Unit prices remained stable for the majority of sectors throughout the period.

Euromonitor International's Clothing and footwear in Brazil 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: 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 Clothing and Footwear industry;

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 and Santiago 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.

Contents

Clothing and Footwear in Brazil
Euromonitor International
September 2009

LIST OF CONTENTS AND TABLES

Executive Summary

Sales Growth of Clothing and Footwear Rise in the Review Period

Rising Income Levels Drive Consumption Among the Middle Class

Childrenswear Seeing Faster Growth As Children Influence Purchasing Decisions

Market Remains Fragmented, But Leading Retail Chains Gaining Shares

Economic Turbulence Expected To Slow Down Sales Growth

Key Trends and Developments

Chinese Imports Increasingly Targeting the Brazilian Market

Retailers Using Fidelity Cards To Raise Margins and Gain Market Shares

Rising Middle Class Creating New Opportunities for Manufacturers and Retailers

Brazilian Fashion Industry Sees Consolidations in 2008

Brazilian Retailers Take Advantage of European Fast-fashion Concept

Childrenswear Gaining Importance

Market Data

Table 1 Sales of Clothing and Footwear by Sector: Volume 2003-2008

Table 2 Sales of Clothing and Footwear by Sector: Value 2003-2008

Table 3 Sales of Clothing and Footwear by Sector: % Volume Growth 2003-2008

Table 4 Sales of Clothing and Footwear by Sector: % Value Growth 2003-2008

Table 5 Clothing and Footwear Company Shares 2004-2008

Table 6 Clothing and Footwear Brand Shares 2005-2008

Table 7 Sales of Clothing and Footwear by Distribution Format: % Analysis 2003-2008

Table 8 Forecast Sales of Clothing and Footwear by Sector: Volume 2008-2013

Table 9 Forecast Sales of Clothing and Footwear by Sector: Value 2008-2013

Table 10 Forecast Sales of Clothing and Footwear by Sector: % Volume Growth
2008-2013

Table 11 Forecast Sales of Clothing and Footwear by Sector: % Value Growth
2008-2013

Definitions

Summary 1 Research Sources

Cia Hering

Strategic Direction

Key Facts

Summary 2 Cia. Hering: Key Facts

Summary 3 Cia. Hering: Operational Indicators

Company Background**Production**

Summary 4 Cia. Hering: Production Statistics 2008

Competitive Positioning

Summary 5 Cia. Hering: Competitive Position 2008

Grendene SA**Strategic Direction****Key Facts**

Summary 6 GRENDENE SA: Key Facts

Summary 7 GRENDENE SA: Operational Indicators

Company Background**Production**

Summary 8 Grendene SA: Production Statistics 2008

Competitive Positioning

Summary 9 Grendene SA: Competitive Position 2008

Lojas Renner SA**Strategic Direction****Key Facts**

Summary 10 Lojas Renner SA: Key Facts

Summary 11 Lojas Renner SA: Operational Indicators

Company Background**Production****Competitive Positioning**

Summary 12 Lojas Renner SA: Competitive Position 2008

Lojas Riachuelo SA**Strategic Direction****Key Facts**

Summary 13 Lojas Riachuelo SA: Key Facts

Summary 14 Lojas Riachuelo SA: Operational Indicators

Company Background**Production**

Summary 15 Lojas Riachuelo SA: Production Statistics 2008

Competitive Positioning

Summary 16 Lojas Riachuelo SA: Competitive Position 2008

Vulcabras SA**Strategic Direction**

Key Facts

Summary 17 Vulcabras SA: Key Facts

Summary 18 Vulcabras SA: Operational Indicators

Company Background

Production

Summary 19 Vulcabras SA: Production Statistics 2008

Competitive Positioning

Summary 20 Vulcabras SA: Competitive Position 2008

Headlines

Trends

Competitive Landscape

Prospects

New Product Developments

Summary 21 New Product Launches 2007- 2009

Sector Data

Table 12 Sales of Clothing by Subsector: Volume 2003-2008

Table 13 Sales of Clothing by Subsector: Value 2003-2008

Table 14 Sales of Clothing by Subsector: % Volume Growth 2003-2008

Table 15 Sales of Clothing by Subsector: % Value Growth 2003-2008

Table 16 Sales of Men's Outerwear by Type 2003-2008

Table 17 Sales of Women's Outerwear by Type 2003-2008

Table 18 Sales of Childrenswear by Type 2003-2008

Table 19 Clothing Company Shares 2004-2008

Table 20 Clothing Brand Shares 2005-2008

Table 21 Sales of Clothing by Distribution Format: % Analysis 2003-2008

Table 22 Forecast Sales of Clothing by Subsector: Volume 2008-2013

Table 23 Forecast Sales of Clothing by Subsector: Value 2008-2013

Table 24 Forecast Sales of Clothing by Subsector: % Volume Growth 2008-2013

Table 25 Forecast Sales of Clothing by Subsector: % Value Growth 2008-2013

Headlines

Trends

Competitive Landscape

Prospects

New Product Developments

Summary 22 New Product Launches 2007

Sector Data

Table 26 Sales of Footwear by Subsector: Volume 2003-2008

Table 27 Sales of Footwear by Subsector: Value 2003-2008

Table 28 Sales of Footwear by Subsector: % Volume Growth 2003-2008

Table 29 Sales of Footwear by Subsector: % Value Growth 2003-2008

Table 30 Sales of Footwear by Type 2003-2008

Table 31 Footwear Company Shares 2004-2008

Table 32 Footwear Brand Shares 2005-2008

Table 33 Sales of Footwear by Distribution Format: % Analysis 2003-2008

Table 34 Forecast Sales of Footwear by Subsector: Volume 2008-2013

Table 35 Forecast Sales of Footwear by Subsector: Value 2008-2013

Table 36 Forecast Sales of Footwear by Subsector: % Volume Growth 2008-2013

Table 37 Forecast Sales of Footwear by Subsector: % Value Growth 2008-2013

I would like to order

Product name: Clothing and Footwear - Brazil

Product link: <https://marketpublishers.com/r/CA6DB95E327EN.html>

Price: US\$ 1,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CA6DB95E327EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970