

Designer Apparel (Ready-To-Wear) in Poland

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Abstracts

The trend of waning consumer interest in formal apparel is notable on a luxury level as well as amongst other segments. Affluent Polish consumers are quickly adopting the fashion style of casual wear. Moreover, they wear formal items together with fully casual or sports garments. For instance, an increasingly acceptable combination is a suit jacket with jeans and sports footwear. To a large extent, the trend positively impacts sales of super premium men's jeans.

Euromonitor International's Designer Apparel (Ready-to-Wear) in Poland report offers a comprehensive guide to the size and shape of the Designer Apparel (Ready-to-Wear) market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Designer Apparel (Ready-to-Wear) retailing along with the development of consumers' shopping patterns. Forecasts to 2018 illustrate how the market is set to change

Product coverage: Designer Clothing (Ready-to-Wear), Designer 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 Designer Apparel (Ready-to-Wear) 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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