

# Designer Apparel (Ready-To-Wear) in Taiwan

<https://marketpublishers.com/r/D4AEFF0932EEN.html>

Date: July 2014

Pages: 18

Price: US\$ 660.00 (Single User License)

ID: D4AEFF0932EEN

## Abstracts

Taiwanese consumers generally have a strong desire for luxury brands and perceive them to offer superior quality while reflecting wealth, status and a taste for fashion. This boosted sales of designer apparel (ready-to-wear), especially luxury brands that offer entry-level designer clothing that appeals to middle-class consumers. This contributed greatly towards significant growth of designer apparel (ready-to-wear); however, the economic slowdown in Taiwan impacted sales of luxury clothing due...

Euromonitor International's Designer Apparel (Ready-to-Wear) in Taiwan 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.

## Contents

Headlines

Trends

Table 1 Selected Luxury Shopping Centres 2013

Competitive Landscape

Prospects

Category Data

Table 2 Sales of Designer Apparel (Ready-to-Wear) by Category: Value 2008-2013

Table 3 Sales of Designer Apparel (Ready-to-Wear) by Category: % Value Growth 2008-2013

Table 4 NBO Company Shares of Designer Apparel (Ready-to-Wear): % Value 2008-2012

Table 5 LBN Brand Shares of Designer Apparel (Ready-to-Wear): % Value 2009-2012

Table 6 Distribution of Designer Apparel (Ready-to-Wear) by Format: % Value 2008-2013

Table 7 Forecast Sales of Designer Apparel (Ready-to-Wear) by Category: Value 2013-2018

Table 8 Forecast Sales of Designer Apparel (Ready-to-Wear) by Category: % Value Growth 2013-2018

Executive Summary

Steady Demand From Affluent Consumers Sustains Sales

Changing Consumer Values Boost Demand

Luxury Brand Players Continue To Develop A Presence

Retailers Boost Sales Through Price-reduction Strategies

Positive Outlook for Luxury Goods As Economy Strengthens

Key Trends and Developments

Sluggish Economy Does Not Impact Sales of Luxury Goods

Changing Consumer Values Drive Growth

Luxury Brands Increase Focus on Digital Marketing

Luxury Department Stores Increase Efforts To Boost Sales

Strong Demand From Mainland Chinese Tourists Continues

Distribution

Summary 1 Selected Luxury Shopping Centres: Number of Centres

Summary 2 Selected Luxury Department Stores: Number of Outlets

Market Data

Table 9 Sales of Luxury Goods by Category: Value 2008-2013

Table 10 Sales of Luxury Goods by Category: % Value Growth 2008-2013

Table 11 NBO Company Shares of Luxury Goods: % Value 2008-2012

Table 12 LBN Brand Shares of Luxury Goods: % Value 2009-2012

Table 13 Distribution of Luxury Goods by Format: % Value 2008-2013

Table 14 Distribution of Luxury Goods by Format and Category: % Value 2013

Table 15 Forecast Sales of Luxury Goods by Category: Value 2013-2018

Table 16 Forecast Sales of Luxury Goods by Category: % Value Growth 2013-2018

Sources

Summary 3 Research Sources

## I would like to order

Product name: Designer Apparel (Ready-To-Wear) in Taiwan

Product link: <https://marketpublishers.com/r/D4AEFF0932EEN.html>

Price: US\$ 660.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D4AEFF0932EEN.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