

Designer Apparel (Ready-To-Wear) in Thailand

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Abstracts

Bright performance was recorded for designer apparel (ready-to-wear) in Thailand in 2013. The sales value grew by 6%, reaching Bt13.6 billion, led by women's designer clothing. Despite the slowdown of the Thai economy in 2013, the designer apparel category was still able to record stable performance, almost on par with that in 2012 at 7%. Due to the fact that women consumers tended to be allured more by luxury products compared to men, the women's products – including women's designer clothing,...

Euromonitor International's Designer Apparel (Ready-to-Wear) in Thailand 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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Executive Summary

Luxury Market Reflects Great Penetration and Remains Dynamic in 2013

Brands Offer Product Variety and Employ Product Line Extensions

International Luxury Brands Maintain Predominance in the Marketplace

Online Tools and Mobile Communication Playing An Important Role

Future Remains Optimistic for Luxury Products in Thailand

Key Trends and Developments

A Growing Demand for Luxury Goods Derives From Affluent Consumers With A Rising Income

Both Thais and Foreigners Enhance Demand for Luxury Fashion Products

Leading Brand Adopt Product Line Extensions As A Strategy for Growth

Shopping Experience Is Created for Positive Momentum in the Market

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