

Global Apparel (Part 2): Category Dynamics and Competitive Landscape

<https://marketpublishers.com/r/GC870F22343EN.html>

Date: July 2013

Pages: 44

Price: US\$ 2,000.00 (Single User License)

ID: GC870F22343EN

Abstracts

While the global apparel market pushed ahead 2012, the fragile macroeconomic climate has had a resounding effect on consumer attitudes towards apparel purchasing. This briefing explores the key drivers of category dynamics in the post-recession market. It also studies key developments in the competitive environment, placing emphasis on the proliferation of the “fast fashion” business model and its future sustainability.

Euromonitor International's Global Apparel (Part 2): Category Dynamics and Competitive Landscape global briefing offers an insight into to the size and shape of the apparel market, highlights buzz topics, emerging trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the clothing and footwear market - be they changes on the supply side, in channel dynamics, economic/ lifestyle /demographic influences or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Clothing, Footwear, Sportswear.

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

Why buy this report?

Get a detailed picture of the Apparel 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

Global Apparel (Part 2): Category Dynamics and Competitive Landscape

Euromonitor International

July 2013

Introduction

State of the Global Apparel Industry

Performance by Major Categories

Insights into Competitive Landscape

Future Outlook

Report Definitions

I would like to order

Product name: Global Apparel (Part 2): Category Dynamics and Competitive Landscape

Product link: <https://marketpublishers.com/r/GC870F22343EN.html>

Price: US\$ 2,000.00 (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/GC870F22343EN.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