

Men's Outerwear in Hong Kong, China

<https://marketpublishers.com/r/MF7AA247565EN.html>

Date: July 2013

Pages: 30

Price: US\$ 990.00 (Single User License)

ID: MF7AA247565EN

Abstracts

In 2012, men's outerwear recorded value growth of 15%, reaching HK\$20 billion. The slower growth in 2012 compared to 2011 was due to the slowdown in the Hong Kong economy. This affected consumer confidence. In addition, as the mainland Chinese shoppers previously drove growth, the slowdown in the Chinese economy also affected 2012's performance.

Euromonitor International's Men's Outerwear in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2008-2012 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 2017 illustrate how the market is set to change.

Product coverage: Men's Jeans, Men's Outerwear (Excl Jeans).

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

Why buy this report?

Get a detailed picture of the Men's Outerwear 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

MEN'S OUTERWEAR IN HONG KONG, CHINA

Euromonitor International

July 2013

LIST OF CONTENTS AND TABLES

Headlines

Trends

Competitive Landscape

Prospects

Table 1 Apparel Size Chart for Men: H&M

Table 2 Apparel Size Chart for Men: Abercrombie & Fitch

Table 3 Apparel Size Chart for Men: American Eagle

Category Data

Table 4 Sales of Men's Outerwear: Volume 2007-2012

Table 5 Sales of Men's Outerwear: Value 2007-2012

Table 6 Sales of Men's Outerwear: % Volume Growth 2007-2012

Table 7 Sales of Men's Outerwear: % Value Growth 2007-2012

Table 8 Men's Outerwear Company Shares 2008-2012

Table 9 Men's Outerwear Brand Shares 2009-2012

Table 10 Forecast Sales of Men's Outerwear: Volume 2012-2017

Table 11 Forecast Sales of Men's Outerwear: Value 2012-2017

Table 12 Forecast Sales of Men's Outerwear: % Volume Growth 2012-2017

Table 13 Forecast Sales of Men's Outerwear: % Value Growth 2012-2017

Adidas Hong Kong Ltd in Apparel (hong Kong, China)

Strategic Direction

Key Facts

Summary 1 adidas Hong Kong Ltd: Key Facts

Internet Strategy

Company Background

Chart 1 adidas Hong Kong Ltd: adidas in Hong Kong

Production

Competitive Positioning

Summary 2 adidas Hong Kong Ltd: Competitive Position 2012

Bossini International Holdings Ltd in Apparel (hong Kong, China)

Strategic Direction

Key Facts

Summary 3 Bossini International Holdings Ltd: Key Facts

Summary 4 Bossini International Holdings Ltd: Operational Indicators

Internet Strategy

Company Background

Chart 2 Bossini International Holdings Ltd: Bossini in Hong Kong

Production

Competitive Positioning

Summary 5 Bossini International Holdings Ltd: Competitive Position 2012

Nike Hong Kong Ltd in Apparel (hong Kong, China)

Strategic Direction

Key Facts

Summary 6 Nike Hong Kong Ltd: Key Facts

Internet Strategy

Company Background

Chart 3 Nike Hong Kong Ltd: Nike in Hong Kong

Production

Competitive Positioning

Summary 7 Nike Hong Kong Ltd: Competitive Position 2012

Executive Summary

Growth Rate of the Apparel Category Slows Significantly in 2012

Local Apparel Operators Use Cartoon Character Brands To Design Special Edition Clothing

More International Brands Enter Hong Kong in 2012

Apparel Specialist Retailers Remains the Major Distribution Channel, Although Internet Retailing Is Growing

Growth Rate Is Expected To Slow Down Further in the Forecast Period

Key Trends and Developments

Growth Slows Significantly in 2012

More International Brands Enter Hong Kong in 2012

Local Apparel Operators Use Cartoon Character Brands To Design Special Edition Clothing

Unit Prices Record An Increase in 2012

Young Consumers Start To Focus More on Fashion and Less on Function

Market Data

Table 14 Sales of Apparel by Category: Volume 2007-2012

Table 15 Sales of Apparel by Category: Value 2007-2012

Table 16 Sales of Apparel by Category: % Volume Growth 2007-2012

Table 17 Sales of Apparel by Category: % Value Growth 2007-2012

Table 18 Apparel Company Shares 2008-2012

Table 19 Apparel Brand Shares 2009-2012

Table 20 Sales of Apparel by Distribution Format: % Analysis 2007-2012

Table 21 Sales of Apparel by Category and Distribution Format: % Analysis 2012

Table 22 Forecast Sales of Apparel by Category: Volume 2012-2017

Table 23 Forecast Sales of Apparel by Category: Value 2012-2017

Table 24 Forecast Sales of Apparel by Category: % Volume Growth 2012-2017

Table 25 Forecast Sales of Apparel by Category: % Value Growth 2012-2017

Definitions

Sources

Summary 8 Research Sources

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