

Men's Outerwear in Hong Kong, China

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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.



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