

Men's Jeans in Norway

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Abstracts

Menswear showed a weak performance in 2009, but recovered in the last quarter of 2010 in particular. However, men's jeans have traditionally fared well in Norway, and sales of men's jeans were obviously not affected by the leggings craze which caused sales of women's jeans to plummet. Yet the category was affected by lower consumer spending in 2009, and also had a slow start to 2010. Towards the end of the year, however, sales picked up in both value and volume terms, offsetting the impact of...

Euromonitor International's Men's Jeans in Norway report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2007-2011 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 2016 illustrate how the market is set to change.

Product coverage: Men's Jackets and Coats, Men's Jumpers, Men's Shirts, Men's Shorts and Trousers, Men's Suits, Men's Tops, Other Men's Outerwear, Other Women's Outerwear, Women's Dresses, Women's Jackets and Coats, Women's Jumpers, Women's Leggings, Women's Shirts and Blouses, Women's Shorts and Trousers, Women's Skirts, Women's Suits, Women's Tops.

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 Jeans 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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