

# Men's Outerwear in Australia

<https://marketpublishers.com/r/MEFD2316BBFEN.html>

Date: June 2013

Pages: 48

Price: US\$ 990.00 (Single User License)

ID: MEFD2316BBFEN

## Abstracts

Gone are the days when an expression of “style” for the average Australian male involved a printed t-shirt or novelty tie, and although it may be long overdue, men’s outerwear sales benefitted from the move towards greater sophistication in 2012. While the emergence of the trend pre-dates current besuited pop culture icons, such as Don Draper from TV series Mad Men and Barney Stinson from TV series How I Met Your Mother, in its early- to mid-2000s when in its infancy, it was more a...

Euromonitor International's Men's Outerwear in Australia 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

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Men's Outerwear: Volume 2007-2012

Table 2 Sales of Men's Outerwear: Value 2007-2012

Table 3 Sales of Men's Outerwear: % Volume Growth 2007-2012

Table 4 Sales of Men's Outerwear: % Value Growth 2007-2012

Table 5 Men's Outerwear Company Shares 2008-2012

Table 6 Men's Outerwear Brand Shares 2009-2012

Table 7 Forecast Sales of Men's Outerwear: Volume 2012-2017

Table 8 Forecast Sales of Men's Outerwear: Value 2012-2017

Table 9 Forecast Sales of Men's Outerwear: % Volume Growth 2012-2017

Table 10 Forecast Sales of Men's Outerwear: % Value Growth 2012-2017

Table 11 Apparel Size Chart for Men: Roger David

Table 12 Apparel Size Chart for Men: Jay Jays

Table 13 Apparel Size Chart for Men: Country Road

Adidas Australia Pty Ltd in Apparel (australia)

Strategic Direction

Key Facts

Summary 1 adidas Australia Pty Ltd: Key Facts

Company Background

Chart 1 adidas Australia Pty Ltd: Pitt Street Mall, Sydney

Production

Competitive Positioning

Summary 2 adidas Australia Pty Ltd: Competitive Position 2012

Internet Strategy

Billabong International Ltd in Apparel (australia)

Strategic Direction

Key Facts

Summary 3 Billabong International Ltd: Key Facts

Summary 4 Billabong International Ltd: Operational Indicators for the year ended 30

June

Company Background

Chart 2 Billabong International Ltd: Billabong in Pitt Street Mall, Sydney

Production

## Competitive Positioning

Summary 5 Billabong International Ltd: Competitive Position 2012

## Internet Strategy

Country Road Ltd in Apparel (australia)

## Strategic Direction

## Key Facts

Summary 6 Country Road Ltd: Key Facts

Summary 7 Country Road Ltd: Operational Indicators for the year ended 30 June

## Company Background

Chart 3 Country Road Ltd: Country Road in Pitt Street Mall, Sydney

## Production

## Competitive Positioning

Summary 8 Country Road Ltd: Competitive Position 2012

## Internet Strategy

Nike Australia Pty Ltd in Apparel (australia)

## Strategic Direction

## Key Facts

Summary 9 Nike Australia Pty Ltd: Key Facts

## Company Background

## Production

## Competitive Positioning

Summary 10 Nike Australia Pty Ltd: Competitive Position 2012

## Internet Strategy

Pacific Brands Ltd in Apparel (australia)

## Strategic Direction

## Key Facts

Summary 11 Pacific Brands Ltd: Key Facts

Summary 12 Pacific Brands Ltd: Operational Indicators

## Company Background

Chart 4 Pacific Brands Ltd: Bonds in Myer, Pitt Street Mall, Sydney

## Production

## Competitive Positioning

Summary 13 Pacific Brands Ltd: Competitive Position 2012

## Internet Strategy

Premier Investments Ltd in Apparel (australia)

## Strategic Direction

## Key Facts

Summary 14 Premier Investments Ltd: Key Facts

Summary 15 Premier Investments Ltd: Operational Indicators

## Company Background

Chart 5 Premier Investments Ltd: Jay Jays in Broadway Shopping Centre, Sydney

## Production

## Competitive Positioning

Summary 16 Premier Investments Ltd: Competitive Position 2012

## Internet Strategy

## Executive Summary

Rocky Road for Retail Due To Downturn in Consumer Sentiment

Local Retailers Jump on Board the E-commerce Bandwagon

Standout Performances for Both Domestic and International Retailers in 2012

Value-conscious Consumer Behaviour Is Reflected in Distribution Channel Choices

Apparel Sales Growth Is Likely To Remain Sluggish Over the Forecast Period

## Key Trends and Developments

Australia's Economic Strength Is Attractive for New International Apparel Entrants

Soaring Heights for the Australian Dollar and Its Impact on Consumer Spending

After A Slow Start Australian Consumers Now Embrace E-commerce

A Tale of Two Department Stores: Apparel Channel Distribution Put Into Perspective

Tailoring To All Shapes and Sizes in the Australian Apparel Market

## 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 17 Research Sources

## I would like to order

Product name: Men's Outerwear in Australia

Product link: <https://marketpublishers.com/r/MEFD2316BBFEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MEFD2316BBFEN.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