

# Men's Outerwear in Egypt

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## Abstracts

Although most retailers have reported that 2012 has been a positive year for sales, men's outerwear has been the slowest category to recover. Discounting rates remain high (30-40%) on men's clothing and there has not been the return in consumer confidence that has been seen in women's outerwear, childrenswear or footwear. In particular, sales of office clothing remained low as men decided not to buy new suits, shirts or trousers for work until their economic situations improve.

Euromonitor International's Men's Outerwear in Egypt 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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