

Men's Outerwear in Hong Kong, China

<https://marketpublishers.com/r/M5A020153F7EN.html>

Date: July 2012

Pages: 34

Price: US\$ 990.00 (Single User License)

ID: M5A020153F7EN

Abstracts

Men's outerwear experienced 22% current value growth to reach HK\$15,765 million in 2011. This was due to an increase in unit prices given the heightening production and operating costs. Aside, the influx of mainland Chinese tourists further boosts sales.

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 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 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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Euromonitor International

July 2012

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