

Men's Outerwear in Italy

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Abstracts

During 2012, men's outerwear in Italy maintained the negative growth trends which have been a feature of the category the several years and dominated the category throughout the review period. Even though the category managed a better performance during 2012 than during 2011, there very were strong signs of falling demand for men's outerwear in Italy towards the end of the review period. Demand for men's outerwear was already rather static in Italy prior to the onset of the global economic...

Euromonitor International's Men's Outerwear in Italy 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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