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Men's Outerwear in Portugal

https://marketpublishers.com/r/ME433D22F6FEN.html
Date: July 2013
Pages: 34
Price: US$ 990.00 (Single User License)
ID: ME433D22F6FEN

Abstracts

In line with all categories in the apparel market, men’s outerwear registered a sales decline in 2012 as a result of the reduction in consumers’ disposable incomes. Not even retailers’ efforts to boost sales through greater implementation of discount campaigns were sufficient in halting the fall in demand.

Euromonitor International's Men's Outerwear in Portugal 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.

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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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