

Men's Underwear, Nightwear and Swimwear in Venezuela

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Abstracts

In 2010 the government introduced 100% currency devaluation, which inflated retail selling prices of men's underwear, nightwear and swimwear. By the end of 2010 the Venezuelan economy had double digit inflation. The resulting reduced purchasing power influenced male consumers in the smart buy trend, where the main consideration was to purchase items at a convenient price/quality balance. Due to this trend standard and economy items had increasing demand in 2010.

Euromonitor International's Men's Underwear, Nightwear and Swimwear in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2006-2010 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 2015 illustrate how the market is set to change.

Product coverage: Baby and Toddler Wear, Belts, Boys' Clothing, Girls' Clothing, Gloves, Hats/Caps, Men's Jeans, Men's Nightwear, Men's Outerwear (Excl Jeans), Men's Swimwear, Men's Underwear, Other Clothing Accessories, Other Hosiery, Scarves, Socks, Ties, Tights, Women's Jeans, Women's Nightwear, Women's Outerwear (Excl Jeans), Women's Swimwear, Women's Underwear.

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 Underwear, Nightwear and Swimwear

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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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