

Underwear, Nightwear and Swimwear in Italy

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Abstracts

Underwear, nightwear and swimwear declined in both volume and current value terms in 2012. Even if underwear is one of the most commonly purchased apparel items in Italy sales fall due to the unstable economic situation in Italy towards the end of the review period. There was renewed interest in swimwear among female Italian consumers towards the end of the review period as many Italian women treated swimwear as a fashionable apparel item during summer 2012.

Euromonitor International's Underwear, Nightwear and Swimwear 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: Nightwear, Swimwear, 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 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 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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