

# Underwear, Nightwear and Swimwear in Portugal

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## Abstracts

Underwear, nightwear and swimwear sales have been impacted by the steep decline in national consumer spending. Sales across the board decreased, but particularly in swimwear. In addition to the downturn in demand resulting from the economic crisis, swimwear was also affected by the poor 2012 summer, characterised by many days of rain and cold, particularly in the north of the country. Trikinis achieved a lot of attention in 2012, although penetration remained low.

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