

Underwear, Nightwear and Swimwear in Singapore

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Abstracts

Despite the slowdown in economy, consumers were still willing to pay a higher price for premium brands of underwear, nightwear and swimwear. Instead of the price, consumers were more concerned about the design, fit and fabric of the underwear, nightwear and swimwear.

Euromonitor International's Underwear, Nightwear and Swimwear in Singapore 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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Executive Summary

Rising Number of Fashion-conscious Shoppers Aids Healthy Value Growth of Apparel
Slower Increase in Unit Price for Overall Apparel in 2012

Significant Presence of Domestic Brands Despite Influx of International Labels

Internet Retailing Becoming A More Preferred Retailing Option for Apparel

Uncertain Economic Climate Slows Down Value Growth of Apparel Over Forecast Period

Key Trends and Developments

Domestic Brand-owners Maintain Strong Foothold Despite Competition From International Players

Unit Price Continues To See An Upward Trend

Online Shopping Gains Traction With Busy and Convenience-seeking Consumers

Department Stores Fights Back Despite Loss in Popularity

Fashion Shows Enhance Brand Recognition Among International and Local Labels

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Definitions

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