

# Underwear, Nightwear and Swimwear in Thailand

<https://marketpublishers.com/r/U328740449BEN.html>

Date: July 2013

Pages: 30

Price: US\$ 900.00 (Single User License)

ID: U328740449BEN

## Abstracts

Both women's and men's underwear were key categories driving the movement of retail volume and value sales in underwear, nightwear and swimwear in 2012.

Underwear is considered to be an essential product for all ages. Women are usually the key buyers of underwear for themselves, as well as for their children and husbands.

Women's and men's nightwear remained the smallest categories, with consumers preferring to mix and match t-shirts and nightwear pants or shorts. Swimwear usually sees...

Euromonitor International's Underwear, Nightwear and Swimwear in Thailand 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.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Underwear, Nightwear and Swimwear by Category: Volume  
2007-2012

Table 2 Sales of Underwear, Nightwear and Swimwear by Category: Value 2007-2012

Table 3 Sales of Underwear, Nightwear and Swimwear by Category: % Volume  
Growth 2007-2012

Table 4 Sales of Underwear, Nightwear and Swimwear by Category: % Value Growth  
2007-2012

Table 5 Sales of Men's Underwear, Nightwear and Swimwear: Volume 2007-2012

Table 6 Sales of Men's Underwear, Nightwear and Swimwear: Value 2007-2012

Table 7 Sales of Men's Underwear, Nightwear and Swimwear: % Volume Growth  
2007-2012

Table 8 Sales of Men's Underwear, Nightwear and Swimwear: % Value Growth  
2007-2012

Table 9 Sales of Women's Underwear, Nightwear and Swimwear: Volume 2007-2012

Table 10 Sales of Women's Underwear, Nightwear and Swimwear: Value 2007-2012

Table 11 Sales of Women's Underwear, Nightwear and Swimwear: % Volume Growth  
2007-2012

Table 12 Sales of Women's Underwear, Nightwear and Swimwear: % Value Growth  
2007-2012

Table 13 Underwear, Nightwear and Swimwear Company Shares 2008-2012

Table 14 Underwear, Nightwear and Swimwear Brand Shares 2009-2012

Table 15 Forecast Sales of Underwear, Nightwear and Swimwear by Category:  
Volume 2012-2017

Table 16 Forecast Sales of Underwear, Nightwear and Swimwear by Category: Value  
2012-2017

Table 17 Forecast Sales of Underwear, Nightwear and Swimwear by Category: %  
Volume Growth 2012-2017

Table 18 Forecast Sales of Underwear, Nightwear and Swimwear by Category: %  
Value Growth 2012-2017

Table 19 Forecast Sales of Men's Underwear, Nightwear and Swimwear: Volume  
2012-2017

Table 20 Forecast Sales of Men's Underwear, Nightwear and Swimwear: Value

2012-2017

Table 21 Forecast Sales of Men's Underwear, Nightwear and Swimwear: % Volume Growth 2012-2017

Table 22 Forecast Sales of Men's Underwear, Nightwear and Swimwear: % Value Growth 2012-2017

Table 23 Forecast Sales of Women's Underwear, Nightwear and Swimwear: Volume 2012-2017

Table 24 Forecast Sales of Women's Underwear, Nightwear and Swimwear: Value 2012-2017

Table 25 Forecast Sales of Women's Underwear, Nightwear and Swimwear: % Volume Growth 2012-2017

Table 26 Forecast Sales of Women's Underwear, Nightwear and Swimwear: % Value Growth 2012-2017

Nike Inc in Apparel (thailand)

Strategic Direction

Key Facts

Summary 1 Nike Inc: Key Facts

Company Background

Chart 1 Nike Inc: Nike in The Emporium

Production

Competitive Positioning

Summary 2 Nike Inc: Competitive Position 2012

Internet Strategy

Sabina Plc in Apparel (thailand)

Strategic Direction

Key Facts

Summary 3 Sabina PLC: Key Facts

Company Background

Production

Summary 4 Sabina PLC: Production Statistics 2012

Executive Summary

Positive Performance of Apparel in 2012

Labour Wage Rate Hikes Resulting in Unit Price Increases

Apparel Sees More Intense Competition, Notably From International Brands

Store-based Retailing Dominates Sales But Internet Retailing Sees Growth

Apparel Expected To Grow Over the Forecast Period

Key Trends and Developments

International Brands Continue To Enter, While Domestic Players Still Hold Strong Ground

Minimum Wages Increasing Policy Might Affect To Apparel Unit Price  
Store-based Retailing Expands Aggressively, Notably in Suburban and Rural Areas  
Sportswear Performance Driven by Sports-inspired Products and Fashion Trends  
Private Label Brand by Tesco Lotus Emerges in Thailand in 2012

#### Market Data

Table 27 Sales of Apparel by Category: Volume 2007-2012  
Table 28 Sales of Apparel by Category: Value 2007-2012  
Table 29 Sales of Apparel by Category: % Volume Growth 2007-2012  
Table 30 Sales of Apparel by Category: % Value Growth 2007-2012  
Table 31 Apparel Company Shares 2008-2012  
Table 32 Apparel Brand Shares 2009-2012  
Table 33 Sales of Apparel by Distribution Format: % Analysis 2007-2012  
Table 34 Sales of Apparel by Category and Distribution Format: % Analysis 2012  
Table 35 Forecast Sales of Apparel by Category: Volume 2012-2017  
Table 36 Forecast Sales of Apparel by Category: Value 2012-2017  
Table 37 Forecast Sales of Apparel by Category: % Volume Growth 2012-2017  
Table 38 Forecast Sales of Apparel by Category: % Value Growth 2012-2017

#### Definitions

#### Sources

Summary 5 Research Sources

## I would like to order

Product name: Underwear, Nightwear and Swimwear in Thailand

Product link: <https://marketpublishers.com/r/U328740449BEN.html>

Price: US\$ 900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U328740449BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970