

Underwear, Nightwear and Swimwear in Thailand

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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.

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