

# Underwear, Nightwear and Swimwear in Australia

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## Abstracts

The so-called “lipstick effect” was certainly evident in the underwear, nightwear and swimwear category in 2012, with sales of women’s underwear emerging as a permissible – even necessary – luxury during times of economic uncertainty. Women’s underwear recorded 3% retail value growth from 2% volume growth from the prior year, with a range of designer offerings from mass merchandisers and celebrity endorsements through apparel specialist retailers serving to drive sales within the category.

Euromonitor International's Underwear, Nightwear and Swimwear in Australia 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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