

# Underwear, Nightwear and Swimwear in Canada

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## Abstracts

Although growth in 2012 was slower than in 2011, the category as a whole is continuing its strong performance as areas like swimwear increase their sales. The most substantial divergence in the market is between the growth of men's and women's sales with the women's sales increasing by more than double that of men's. The primary reason for this is the strength of the underwear category for women, which has much larger value sales and is also seeing substantial growth from the entry of players...

Euromonitor International's Underwear, Nightwear and Swimwear in Canada 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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