

# Underwear, Nightwear and Swimwear in Chile

<https://marketpublishers.com/r/U9BC207166BEN.html>

Date: April 2013

Pages: 34

Price: US\$ 900.00 (Single User License)

ID: U9BC207166BEN

## Abstracts

In 2012, underwear, nightwear and swimwear in Chile did not show any striking changes from 2011. However, the advertising campaigns undertaken by Falabella granted it the position of category leader, together with Triumph International Overseas and Manufacturas Textiles Flores y Cia. The company's work on its positioning through television advertisements, roadside advertising, blogs and social networks boosted its sales, revealing that advertising can still be an effective way to improve a...

Euromonitor International's Underwear, Nightwear and Swimwear in Chile 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

### UNDERWEAR, NIGHTWEAR AND SWIMWEAR IN CHILE

Euromonitor International

April 2013

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

Cencosud Retail SA in Apparel (chile)

Strategic Direction

Key Facts

Summary 1 Cencosud Retail SA: Key Facts

Summary 2 Cencosud Retail SA: Operational Indicators

Company Background

Chart 1 Cencosud Retail SA: Costanera Center shopping centre in Santiago

Production

Competitive Positioning

Summary 3 Cencosud Retail SA: Competitive Position 2012

Internet Strategy

Comercial Fashions Park SA in Apparel (chile)

Strategic Direction

Key Facts

Summary 4 Comercial Fashions Park SA: Key Facts

Summary 5 Comercial Fashions Park SA: Operational Indicators

Company Background

Chart 2 Comercial Fashions Park SA: Fashion's Park in Vina del Mar

Production

Competitive Positioning

Summary 6 Comercial Fashions Park SA: Competitive Position 2012

Internet Strategy

Falabella Saci in Apparel (chile)

Strategic Direction

Key Facts

Summary 7 Falabella SACI: Key Facts

Summary 8 Falabella SACI: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 9 Falabella SACI: Competitive Position 2012

Internet Strategy

Ripley Corp SA in Apparel (chile)

Strategic Direction

Key Facts

Summary 10 Ripley Corp SA: Key Facts

Summary 11 Ripley Corp SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 12 Ripley Corp SA: Competitive Position 2012

Internet Strategy

Wal-mart Chile SA in Apparel (chile)

Strategic Direction

Key Facts

Summary 13 Wal-Mart Chile SA: Key Facts

Summary 14 Wal-Mart Chile SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 15 Wal-Mart Chile SA: Competitive Position 2012

Internet Strategy

Executive Summary

Sales Continue To Growth Despite Price Drop

Sportswear Becomes Everyday Wear

Large Retailers and Discount Outlets Are Key Players in 2012

Shopping Centres Continue Their Expansion

Price Decreases and An Increase in Fashionable But Low Cost Clothing Are Expected

Key Trends and Developments

Aggressive Expansion of Large Retailers Boosts Sales of Apparel

Seasonal Discounts Are A Key Driver in An Environment of Lower Prices

the Share of Private Label Increases Faster Than Any Brand  
Urban Middle-aged Population Develop New Fashion Trends  
Chilean Apparel Seems To Be Insensitive To Global Economic Crisis  
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 16 Research Sources

## I would like to order

Product name: Underwear, Nightwear and Swimwear in Chile

Product link: <https://marketpublishers.com/r/U9BC207166BEN.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/U9BC207166BEN.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