

Underwear, Nightwear and Swimwear in Colombia

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Abstracts

Colombia is known for its excellent quality and design in underwear. The success is due to the industry providing quality, design, technology and lifestyle in its products. Underwear comprises 25% of the Colombian apparel volume in 2012. Manufacturers are respecting the environment in their production process through the use of organic fibres and cleaner production. This generated recognition through international certifications for sustainability and fair treatment of staff.

Euromonitor International's Underwear, Nightwear and Swimwear in Colombia 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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