

Underwear, Nightwear and Swimwear in Egypt

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Abstracts

Immediately after the 25 January Revolution, restricted consumer spending impacted all categories in underwear, nightwear and swimwear but particularly products with a non-essential positioning. Nightwear consequently saw a 28% decline in volume sales in 2011, while swimwear declined by 27%. Underwear saw the softest decline of that year with volume sales dropping by 16%. Overall the category lost 17% in current value in twelve months, plummeting from E£2.1 billion in 2010 to E£1.8 billion in...

Euromonitor International's Underwear, Nightwear and Swimwear in Egypt 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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