

Underwear, Nightwear and Swimwear in the Netherlands

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Abstracts

As the recession in the Netherlands dragged on for longer than expected at the end of the review period, Dutch consumers looked to save on clothing purchases and underwear, nightwear and swimwear was negatively impacted, declining by 2% in current value terms. The general opinion appeared to be that Dutch consumers did not want to spend money on garments that were worn underneath clothing; they not think it necessary to spend money on items that most other people cannot even see.

Euromonitor International's Underwear, Nightwear and Swimwear in Netherlands 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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