

Underwear, Nightwear and Swimwear in Norway

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Abstracts

The weather in Norway continues to influence the demand for different types of underwear, nightwear and swimwear. In 2012, the long winter season brought cold nights and the demand for nightwear increased. The colder weather also encouraged purchased of thicker, more natural garment underwear.

Euromonitor International's Underwear, Nightwear and Swimwear in Norway 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

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

Adidas Norge As in Apparel (norway)

Strategic Direction

Key Facts

Summary 1 adidas Norge AS: Key Facts

Summary 2 Adidas Norge AS: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 adidas Norge AS: Competitive Position 2012

Internet Strategy

Helly Hansen As in Apparel (norway)

Strategic Direction

Key Facts

Summary 4 Helly Hansen AS: Key Facts

Summary 5 Helly Hansen AS: Operational Indicators

Company Background

Chart 1 Helly Hansen AS: Helly Hansen in Oslo

Production

Competitive Positioning

Summary 6 Helly Hansen AS: Competitive Position 2012

Kappahl As in Apparel (norway)

Strategic Direction

Key Facts

Summary 7 Kappahl AS: Key Facts

Summary 8 Kappahl AS: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 9 Kappahl AS: Competitive Position 2012

Internet Strategy

Lindex As in Apparel (norway)

Strategic Direction

Key Facts

Summary 10 Lindex AS: Key Facts

Summary 11 Lindex AS: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 12 Lindex AS: Competitive Position 2012

Internet Strategy

Nike International Ltd in Apparel (norway)

Strategic Direction

Key Facts

Summary 13 Nike International Ltd: Key Facts

Summary 14 Nike International Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 15 Nike International Ltd: Competitive Position 2012

Internet Strategy

Stormberg As in Apparel (norway)

Strategic Direction

Key Facts

Summary 16 Stormberg AS: Key Facts

Summary 17 Stormberg AS: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 18 Stormberg AS: Competitive Position 2012

Internet Strategy

Executive Summary

Apparel Market Records Growth

Ecology Adds Value

Multinationals Lead the Competition

Apparel Specialists Remains the Leading Channel, As Internet Retailing Grows

Positive and Stable Forecast Performance Expected

Key Trends and Developments

International Players Lead the Competition

Price Increases Expected

Internet Retailing Perspectives

Norwegian Economy Stimulates the Apparel Market

Fashion in Sportswear Is Important

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 19 Research Sources

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