

# Underwear, Nightwear and Swimwear in the Philippines

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## Abstracts

The government' efforts to boost tourism under the "It's more fun in the Philippines" slogan together with the development of beach resorts in the country, has encouraged foreign and local tourists alike to spend their holidays basking under the sun. This has contributed to the healthy value growth of swimwear, posting a 7% increase in 2012 which is higher than in 2011.

Euromonitor International's Underwear, Nightwear and Swimwear in Philippines 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

Golden Abc Inc in Apparel (philippines)

Strategic Direction

Key Facts

Summary 1 Golden ABC Inc: Key Facts

Company Background

Production

Chart 1 Golden ABC Inc: Penshoppe in Quezon City

Chart 2 Golden ABC Inc: Memo in Quezon City

Competitive Positioning

Summary 2 Golden ABC Inc: Competitive Position 2012

Internet Strategy

Nike Philippines Inc in Apparel (philippines)

Strategic Direction

Key Facts

Summary 3 Nike Philippines Inc: Key Facts

Company Background

Production

Competitive Positioning

Summary 4 Nike Philippines Inc: Competitive Position 2012

Internet Strategy

Suyen Corp in Apparel (philippines)

Strategic Direction

Key Facts

Summary 5 Suyen Corp: Key Facts

Company Background

Chart 3 Suyen Corp: Bench in Quezon City

## Chart 4 Suyen Corp: Bench in Quezon City

Production

Competitive Positioning

Summary 6 Suyen Corp: Competitive Position 2012

Internet Strategy

Executive Summary

Heightened Competition Slows Down Value Growth

Online Retailing Grows

Home-grown Suyen Corp Maintains Its Leadership

Department Stores Remains the Key Distribution Channel

Improved Performance Expected Over the Forecast Period

Key Trends and Developments

International Brands Intensify Competition

Strategies on Price Discounting Varies

Online Retailers Grow in Number

Foreign Celebrity Endorsers Provide Global Brand Appeal

Manufacturers Introduce Eco-friendly Apparel

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 7 Research Sources

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