

Underwear, Nightwear and Swimwear in Sweden

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Abstracts

Underwear, nightwear and swimwear is relatively independent of seasonality and fashion trends, but despite this, the current unease in the economic climate is having a measurable impact on sales developments with 2012 results recording negative retail value growth.

Euromonitor International's Underwear, Nightwear and Swimwear in Sweden 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 Sverige Ab in Apparel (sweden)

Strategic Direction

Key Facts

Summary 1 Adidas Sverige AB: Key Facts

Summary 2 Adidas Sverige AB: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Adidas Sverige AB: Competitive Position 2012

Internet Strategy

Björn Borg Ab in Apparel (sweden)

Strategic Direction

Key Facts

Summary 4 Björn Borg AB: Key Facts

Summary 5 Björn Borg AB: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 6 Björn Borg AB: Competitive Position 2012

Internet Strategy

Kappahl Ab in Apparel (sweden)

Strategic Direction

Key Facts

Summary 7 KappAhl Sverige AB: Key Facts

Summary 8 KappAhl Sverige AB: Operational Indicators

Company Background

Chart 1 KappAhl Sverige AB: KappAhl in Malmö
Production
Competitive Positioning
Summary 9 KappAhl Sverige AB: Competitive Position 2012
Internet Strategy
Lindex Sverige Ab in Apparel (sweden)
Strategic Direction
Key Facts
Summary 10 Lindex Sverige AB: Key Facts
Summary 11 Lindex Sverige AB: Operational Indicators
Company Background
Competitive Positioning
Summary 12 Lindex Sverige AB: Competitive Position 2012
Internet Strategy
Mq Retail Ab in Apparel (sweden)
Strategic Direction
Key Facts
Summary 13 MQ Retail AB: Key Facts
Summary 14 MQ Retail AB: Operational Indicators
Company Background
Chart 2 MQ Retail AB: MQ in Malmö
Production
Competitive Positioning
Summary 15 MQ Retail AB: Competitive Position 2012
Internet Strategy
Nike Sweden Ab in Apparel (sweden)
Strategic Direction
Key Facts
Summary 16 Nike Sweden AB: Key Facts
Summary 17 Nike Sweden AB: Operational Indicators
Company Background
Production
Competitive Positioning
Summary 18 Nike Sweden AB: Competitive Position 2012
Internet Strategy
Odd Molly International Ab in Apparel (sweden)
Strategic Direction
Key Facts
Summary 19 Odd Molly International AB: Key Facts

Summary 20 Odd Molly International AB: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 21 Odd Molly International AB: Competitive Position 2012

Internet Strategy

Executive Summary

Continued Economic Difficulties

A Select Few Dominate

Internet Retailing Increases Once Again

Recovery on the Cards?

Key Trends and Developments

Internet Retailing - A Complement Or Competitor To Store-based Retailing?

the Environment Is Relevant

Challenging and Concentrated Competitive Environment

Wider Economic Forces Shape Pricing Developments

Time To Target Fashion's Forgotten Generation?

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 22 Research Sources

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