

Underwear, Nightwear and Swimwear in the US

<https://marketpublishers.com/r/U28604D070FEN.html>

Date: August 2013

Pages: 41

Price: US\$ 900.00 (Single User License)

ID: U28604D070FEN

Abstracts

Overall, value sales of underwear, nightwear and swimwear increased by 3% in current value terms in 2012, to reach US\$23.6 billion, whilst volume sales increased by only 2%. A similar trend was observed across underwear and swimwear, in which current value growth preceded volume growth. This can be attributed to a continuing trend towards premiumisation, as well as an increased focus on style by both men and women.

Euromonitor International's Underwear, Nightwear and Swimwear in USA 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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