

## Women's Jeans in Thailand

URL:	<a href="https://marketpublishers.com/r/WF1A74E6654EN.html">https://marketpublishers.com/r/WF1A74E6654EN.html</a>
Date:	October 23, 2011
Pages:	28
Price:	US\$ 900.00
ID:	WF1A74E6654EN

Women's jeans recorded healthy volume growth of 13% and current value growth of 16% in 2010. Jeans are casual wear for various segments of the female population – teenagers, new graduates and adults. Some working places allow women to wear jeans, therefore demand for jeans for women has remained strong, and many brand manufacturers are focusing specifically on the women's segment.

Euromonitor International's Women's Jeans in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2006-2010 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 2015 illustrate how the market is set to change.

**Product coverage:** Men's Jackets and Coats, Men's Jumpers, Men's Shirts, Men's Shorts and Trousers, Men's Suits, Men's Tops, Other Men's Outerwear, Other Women's Outerwear, Women's Dresses, Women's Jackets and Coats, Women's Jumpers, Women's Leggings, Women's Shirts and Blouses, Women's Shorts and Trousers, Women's Skirts, Women's Suits, Women's Tops.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- Get a detailed picture of the Women's Jeans 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

### Table of Content

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Women's Jeans: Volume 2005-2010

Table 2 Sales of Women's Jeans: Volume 2005-2010

- Table 3 Sales of Women's Jeans: Value 2005-2010
- Table 4 Sales of Women's Jeans: % Volume Growth 2005-2010
- Table 5 Sales of Women's Jeans: % Value Growth 2005-2010
- Table 6 Sales of Women's Jeans by Type: % Volume Breakdown 2005-2010
- Table 7 Sales of Women's Jeans by Type: % Value Breakdown 2005-2010
- Table 8 Women's Jeans Company Shares 2006-2010
- Table 9 Women's Jeans Brand Shares 2007-2010
- Table 10 Forecast Sales of Women's Jeans: Volume 2010-2015
- Table 11 Forecast Sales of Women's Jeans: Value 2010-2015
- Table 12 Forecast Sales of Women's Jeans: % Volume Growth 2010-2015
- Table 13 Forecast Sales of Women's Jeans: % Value Growth 2010-2015

#### Central Retail Corp in Apparel (thailand)

##### Strategic Direction

##### Key Facts

- Summary 1 Central Retail Corp: Key Facts
- Summary 2 Central Retail Corp: Operational Indicators

##### Company Background

##### Production

##### Competitive Positioning

- Summary 3 Central Retail Corp: Competitive Position 2010

##### Internet Strategy

#### Dksh Thailand Ltd in Apparel (thailand)

##### Strategic Direction

##### Key Facts

- Summary 4 DKSH Thailand Ltd: Key Facts
- Summary 5 DKSH Thailand Ltd: Operational Indicators

##### Company Background

##### Chart 1 DKSH Thailand Ltd: Levi's in The Emporium

##### Production

- Summary 6 DKSH Thailand Ltd: Production Statistics 2010

##### Competitive Positioning

- Summary 7 DKSH Thailand Ltd: Competitive Position 2010

##### Internet Strategy

#### Pena House Co Ltd in Apparel (thailand)

##### Strategic Direction

##### Key Facts

- Summary 8 Pena House Co Ltd: Key Facts
- Summary 9 Pena House Co Ltd: Operational Indicators

##### Company Background

##### Production

- Summary 10 Pena House Co Ltd: Production Statistics 2010

##### Competitive Positioning

- Summary 11 Pena House Co Ltd: Competitive Position 2010

##### Executive Summary

##### Apparel in Thailand Shows Moderate Growth

##### Minimum Daily Wage Rises Twice in A Year

##### International Brands Gear Up and Outperform Local Brands

##### Store-based Retailing Remains Dominant Channel for Apparel Sales

##### Prospects for Growth in the Apparel Industry in Thailand

##### Key Trends and Developments

##### Thai Economic Indicators Show A Better Performance in 2010

##### Development of Sportswear in Thailand

##### Thai Minimum Wage Rises

##### Lower Birth Rate Affects Demand for Childrenswear

##### International Brands Remain Strong, Though Fewer Made in Thailand

#### Market Data

- Table 14 Sales of Apparel by Category: Volume 2005-2010
- Table 15 Sales of Apparel by Category: Value 2005-2010
- Table 16 Sales of Apparel by Category: % Volume Growth 2005-2010
- Table 17 Sales of Apparel by Category: % Value Growth 2005-2010
- Table 18 Apparel Company Shares 2006-2010
- Table 19 Apparel Brand Shares 2007-2010
- Table 20 Sales of Apparel by Distribution Format: % Analysis 2005-2010
- Table 21 Sales of Apparel by Category and Distribution Format: % Analysis 2010
- Table 22 Forecast Sales of Apparel by Category: Volume 2010-2015
- Table 23 Forecast Sales of Apparel by Category: Value 2010-2015
- Table 24 Forecast Sales of Apparel by Category: % Volume Growth 2010-2015
- Table 25 Forecast Sales of Apparel by Category: % Value Growth 2010-2015

#### Definitions

- Summary 12 Research Sources

### I would like to order:

**Product name:** Women's Jeans in Thailand  
**Product link:** <https://marketpublishers.com/r/WF1A74E6654EN.html>  
**Product ID:** WF1A74E6654EN  
**Price:** US\$ 900.00 (Single User License / Electronic Delivery)

*If you want to order Corporate License or Hard Copy, please, contact our Customer Service: [office@marketpublishers.com](mailto:office@marketpublishers.com)*

### Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <https://marketpublishers.com/r/WF1A74E6654EN.html>

### To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
E-mail:  
Company:  
Address:  
City:  
Zip/Post Code:  
Country:  
Tel:  
Fax:  
Your message:

\* All fields are required

Customer Signature \_\_\_\_\_

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at [https://marketpublishers.com/docs/terms\\_conditions.html](https://marketpublishers.com/docs/terms_conditions.html)

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**