

# Women's Outerwear in Thailand

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## Abstracts

The beginning of 2012 started with slow demand for women's clothing as consumers allocated budgets for refurbishment, etc, following the floods seen in the country. The second half of the year saw improved volume and value growth in comparison as the situation in the country returned to normal and consumer confidence was restored. As a result, women's outerwear experienced positive volume and current value growth in 2012, broadly in line with the review period.

Euromonitor International's Women's Outerwear 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 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:** Women's Jeans, Women's Outerwear (Excl Jeans).

**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 Outerwear 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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