

# Women's Outerwear in Thailand

<https://marketpublishers.com/r/WD1A27AEE12EN.html>

Date: July 2013

Pages: 34

Price: US\$ 990.00 (Single User License)

ID: WD1A27AEE12EN

## 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.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Women's Outerwear: Volume 2007-2012

Table 2 Sales of Women's Outerwear: Value 2007-2012

Table 3 Sales of Women's Outerwear: % Volume Growth 2007-2012

Table 4 Sales of Women's Outerwear: % Value Growth 2007-2012

Table 5 Women's Outerwear Company Shares 2008-2012

Table 6 Women's Outerwear Brand Shares 2009-2012

Table 7 Forecast Sales of Women's Outerwear: Volume 2012-2017

Table 8 Forecast Sales of Women's Outerwear: Value 2012-2017

Table 9 Forecast Sales of Women's Outerwear: % Volume Growth 2012-2017

Table 10 Forecast Sales of Women's Outerwear: % Value Growth 2012-2017

Adidas Thailand Ltd in Apparel (thailand)

Strategic Direction

Key Facts

Summary 1 adidas Thailand Ltd: Key Facts

Company Background

Chart 1 adidas Thailand Ltd: adidas in Central World

Production

Competitive Positioning

Summary 2 adidas Thailand Ltd: Competitive Position 2012

Internet Strategy

Dapper General Apparel Co Ltd in Apparel (thailand)

Strategic Direction

Key Facts

Summary 3 Dapper General Apparel Co Ltd: Key Facts

Company Background

Chart 2 Dapper General Apparel Co Ltd: Dapper in The Emporium

Production

Competitive Positioning

Summary 4 Dapper General Apparel Co Ltd: Competitive Position 2012

Internet Strategy

Dksh (thailand) Ltd in Apparel (thailand)

Strategic Direction

## Key Facts

Summary 5 DKSH (Thailand) Ltd: Key Facts

## Company Background

Chart 3 DKSH (Thailand) Ltd: Levi's in The Emporium

## Production

## Competitive Positioning

Summary 6 DKSH (Thailand) Ltd: Competitive Position 2012

## Internet Strategy

Nike Inc in Apparel (thailand)

## Strategic Direction

## Key Facts

Summary 7 Nike Inc: Key Facts

## Company Background

Chart 4 Nike Inc: Nike in The Emporium

## Production

## Competitive Positioning

Summary 8 Nike Inc: Competitive Position 2012

## Internet Strategy

## Executive Summary

Positive Performance of Apparel in 2012

Labour Wage Rate Hikes Resulting in Unit Price Increases

Apparel Sees More Intense Competition, Notably From International Brands

Store-based Retailing Dominates Sales But Internet Retailing Sees Growth

Apparel Expected To Grow Over the Forecast Period

## Key Trends and Developments

International Brands Continue To Enter, While Domestic Players Still Hold Strong Ground

Minimum Wages Increasing Policy Might Affect To Apparel Unit Price

Store-based Retailing Expands Aggressively, Notably in Suburban and Rural Areas

Sportswear Performance Driven by Sports-inspired Products and Fashion Trends

Private Label Brand by Tesco Lotus Emerges in Thailand in 2012

## Market Data

Table 11 Sales of Apparel by Category: Volume 2007-2012

Table 12 Sales of Apparel by Category: Value 2007-2012

Table 13 Sales of Apparel by Category: % Volume Growth 2007-2012

Table 14 Sales of Apparel by Category: % Value Growth 2007-2012

Table 15 Apparel Company Shares 2008-2012

Table 16 Apparel Brand Shares 2009-2012

Table 17 Sales of Apparel by Distribution Format: % Analysis 2007-2012

Table 18 Sales of Apparel by Category and Distribution Format: % Analysis 2012

Table 19 Forecast Sales of Apparel by Category: Volume 2012-2017

Table 20 Forecast Sales of Apparel by Category: Value 2012-2017

Table 21 Forecast Sales of Apparel by Category: % Volume Growth 2012-2017

Table 22 Forecast Sales of Apparel by Category: % Value Growth 2012-2017

Definitions

Sources

Summary 9 Research Sources

## I would like to order

Product name: Women's Outerwear in Thailand

Product link: <https://marketpublishers.com/r/WD1A27AEE12EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/WD1A27AEE12EN.html>

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

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.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