

# Women's Underwear, Nightwear and Swimwear in China

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## Abstracts

The financial crisis in 2009 led many underwear companies to realise the importance of building strong foundations with a clear market positioning. Foreign brands such as Triumph target the high-end of the market, whilst domestic brands such as Aimer and Maniform are marching further into the middle of the market.

Euromonitor International's Women's Underwear, Nightwear and Swimwear in China 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:** Baby and Toddler Wear, Belts, Boys' Clothing, Girls' Clothing, Gloves, Hats/Caps, Men's Jeans, Men's Nightwear, Men's Outerwear (Excl Jeans), Men's Swimwear, Men's Underwear, Other Clothing Accessories, Other Hosiery, Scarves, Socks, Ties, Tights, Women's Jeans, Women's Nightwear, Women's Outerwear (Excl Jeans), Women's Swimwear, Women's 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 Women's 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 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.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Women's Underwear, Nightwear and Swimwear by Category: Volume 2005-2010

Table 2 Sales of Women's Underwear, Nightwear and Swimwear by Category: Value 2005-2010

Table 3 Sales of Women's Underwear, Nightwear and Swimwear by Category: % Volume Growth 2005-2010

Table 4 Sales of Women's Underwear, Nightwear and Swimwear by Category: % Value Growth 2005-2010

Table 5 Women's Underwear, Nightwear and Swimwear Company Shares 2006-2010

Table 6 Women's Underwear, Nightwear and Swimwear Brand Shares 2007-2010

Table 7 Sales of Women's Underwear, Nightwear and Swimwear by Distribution Format: % Analysis 2005-2010

Table 8 Forecast Sales of Women's Underwear, Nightwear and Swimwear by Category: Volume 2010-2015

Table 9 Forecast Sales of Women's Underwear, Nightwear and Swimwear by Category: Value 2010-2015

Table 10 Forecast Sales of Women's Underwear, Nightwear and Swimwear by Category: % Volume Growth 2010-2015

Table 11 Forecast Sales of Women's Underwear, Nightwear and Swimwear by Category: % Value Growth 2010-2015

Executive Summary

Good Overall Performance

Rising Costs

Intense Competition

Emerging E-commerce

Future Opportunities and Threats

Key Trends and Developments

Localised Strategy

Cost Pressures Are on the Rise

Urbanisation and Other Demographic Changes

Emerging E-commerce

the Increasing Concern for Personal Wellbeing

## Market Data

Table 12 Sales of Apparel by Category: Volume 2005-2010

Table 13 Sales of Apparel by Category: Value 2005-2010

Table 14 Sales of Apparel by Category: % Volume Growth 2005-2010

Table 15 Sales of Apparel by Category: % Value Growth 2005-2010

Table 16 Apparel Company Shares 2006-2010

Table 17 Apparel Brand Shares 2007-2010

Table 18 Sales of Apparel by Distribution Format: % Analysis 2005-2010

Table 19 Sales of Apparel by Category and Distribution Format: % Analysis 2010

Table 20 Forecast Sales of Apparel by Category: Volume 2010-2015

Table 21 Forecast Sales of Apparel by Category: Value 2010-2015

Table 22 Forecast Sales of Apparel by Category: % Volume Growth 2010-2015

Table 23 Forecast Sales of Apparel by Category: % Value Growth 2010-2015

## Definitions

Summary 1 Research Sources

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