

Women's Underwear, Nightwear and Swimwear in the Czech Republic

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Abstracts

Women's underwear, nightwear and swimwear is already highly saturated, with replacements for older models accounting for the majority of sales. Growth in the area during 2010 was fuelled by the introduction of new collections. In 2010, swimwear collections were dominated by products featuring coloured and black and white stripes or safari patterns. Such products are preferred by younger female consumers who, besides functionality, also search attractive designs.

Euromonitor International's Women's Underwear, Nightwear and Swimwear in Czech Republic 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

Adidas Cr Sro in Apparel (czech Republic)

Strategic Direction

Key Facts

Summary 1 Adidas CR sro: Key Facts

Summary 2 Adidas CR sro: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Adidas CR sro: Competitive Position 2010

Internet Strategy

C&a Moda Sro in Apparel (czech Republic)

Strategic Direction

Key Facts

Summary 4 C&A Moda sro: Key Facts

Summary 5 C&A Moda sro: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 6 C&A Moda sro: Competitive Position 2010

Internet Strategy

H&m Hennes & Mauritz Cz Sro in Apparel (czech Republic)

Strategic Direction

Key Facts

Summary 7 H&M Hennes & Mauritz CZ sro: Key Facts

Summary 8 H&M Hennes & Mauritz CZ sro: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 9 H&M Hennes & Mauritz CZ sro: Competitive Position 2010

Internet Strategy

Tesco Stores Cr As in Apparel (czech Republic)

Strategic Direction

Key Facts

Summary 10 Tesco Stores CR AS: Key Facts

Summary 11 Tesco Stores CR AS: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 12 Tesco Stores CR AS: Competitive Position 2010

Internet Strategy

Executive Summary

Sales Recovering After A Year of Decline

Childrenswear Starts Period of Stronger Growth

Apparel Remains Highly Fragmented

Clothing and Footwear Specialists Dominating Sales

Strong Growth Over Forecast Period

Key Trends and Developments

Apparel Recovering Strongly

Distribution Moving Towards Chained Networks and Internet

Growing Population Supporting Apparel Growth

Sport Savvy Consumers Driving Growth

Tough Times Ahead for Domestic Manufacturers

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 13 Research Sources

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