

Women's Underwear, Nightwear and Swimwear in Portugal

URL:	https://marketpublishers.com/r/WF9C857FC59EN.html
Date:	May 23, 2011
Pages:	29
Price:	US\$ 900.00
ID:	WF9C857FC59EN

Female consumers are increasingly interested in the design of underwear, nightwear and swimwear products. The quality and sensuality of collections are playing a significant role in consumer demand. Brand status is growing, and as a consequence, most well-known brands operating in the category are consolidating their rankings and investing in new stores of their own across the country.

Euromonitor International's Women's Underwear, Nightwear and Swimwear in Portugal 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.

Table of Content

Women's Underwear, Nightwear and Swimwear in Portugal
Euromonitor International
May 2011

LIST OF CONTENTS AND TABLES

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 Portugal - Artigos Desporto SA in Apparel (portugal)

Strategic Direction

Key Facts

Summary 1 adidas Portugal - Artigos Desporto SA : Key Facts

Summary 2 adidas Portugal - Artigos Desporto SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 adidas Portugal - Artigos Desporto SA: Competitive Position 2010

Internet Strategy

Hennes & Mauritz, Lda in Apparel (portugal)

Strategic Direction

Key Facts

Summary 4 Hennes & Mauritz Lda: Key Facts

Summary 5 Hennes & Mauritz Lda: Operational Indicators

Company Background

Chart 1 Hennes & Mauritz, Lda: H&M in Porto

Production

Competitive Positioning

Summary 6 Hennes & Mauritz, Lda: Competitive Position 2010

Internet Strategy

Levi Strauss España SA in Apparel (portugal)

Strategic Direction

Key Facts

Summary 7 Levi Strauss España SA: Key Facts

Summary 8 Levi Strauss España SA: Operational Indicators

Company Background

Chart 2 Levi Strauss España SA: Levi's in Porto

Production

Competitive Positioning

Summary 9 Levi Strauss España SA: Competitive Position 2010

Internet Strategy

Nike Portugal SA in Apparel (portugal)

Strategic Direction

Key Facts

- Summary 10 Nike Portugal SA: Key Facts
- Summary 11 Nike Portugal SA: Operational Indicators
- Company Background
 - Chart 3 American Nike - Nike Portugal SA: Nike in Porto
- Production
- Competitive Positioning
 - Summary 12 Nike Portugal SA: Competitive Position 2010
- Internet Strategy
- Executive Summary
- Clothing Achieves Better Results Than Footwear
- Economic Landscape Impacts Market Performance
- Multinationals Lead the Competitive Landscape
- Clothing and Footwear Specialist Retailers Is the Largest Distribution Channel
- Poor Expectations for the Apparel Market
- Key Trends and Developments
- Economic Crisis Negatively Affects the Performance of Apparel
- Distribution Patterns Are Shifting
- Dichotomy and Growth Competition Characterise the Competitive Landscape
- Innovation Buys Sportswear
- Private Label Vs Luxury Brands
- 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

I would like to order:

Product name: Women's Underwear, Nightwear and Swimwear in Portugal
Product link: <https://marketpublishers.com/r/WF9C857FC59EN.html>
Product ID: WF9C857FC59EN
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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <https://marketpublishers.com/r/WF9C857FC59EN.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

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**