

# Women's Underwear, Nightwear and Swimwear in South Africa

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## Abstracts

Large retailers have seen the value in introducing larger sizes for underwear as well as more glamorous ranges, and have started to focus on this. This may be because consumers are trying to trade down from international brands such as Playtex and Wonderbra and are looking for options in private label. By offering consumers more glamour and larger sizes, this will guarantee more business for the large retailers. Edcon has seen this opportunity and has opened stand-alone stores that only stock...

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

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