

Womenswear in Germany

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Abstracts

After a challenging end to 2022, when the holiday sales season's underwhelming results left retailers apprehensive for the year ahead, 2023 started on a more positive note in womenswear. German consumers took a conservative approach to non-discretionary spending during winter 2022, expecting higher gas bills. Still, winter turned out to be much milder than expected, and consumer confidence recovered slightly. Nevertheless, a shift in behaviour has since been taking place amongst German shoppers.

Euromonitor International's Womenswear in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 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 2027 illustrate how the market is set to change.

Product coverage: Women's Nightwear, Women's Outerwear, 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 Womenswear 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

Womenswear in Germany
Euromonitor International
December 2023

LIST OF CONTENTS AND TABLES

WOMENSWEAR IN GERMANY
KEY DATA FINDINGS

2023 DEVELOPMENTS

Shy recovery for womenswear in 2023
Polarisation evident in womenswear in Germany
Omnichannel is becoming the norm amongst big players
PROSPECTS AND OPPORTUNITIES
Climate change is changing the seasonality of collections
Newer fashion trends for a post-pandemic lifestyle
Omnichannel retail to bring a more streamlined shopping experience

CATEGORY DATA

Table 1 Sales of Womenswear by Category: Volume 2018-2023
Table 2 Sales of Womenswear by Category: Value 2018-2023
Table 3 Sales of Womenswear by Category: % Volume Growth 2018-2023
Table 4 Sales of Womenswear by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Womenswear: % Value 2019-2023
Table 6 LBN Brand Shares of Womenswear: % Value 2020-2023
Table 7 NBO Company Shares of Women's Nightwear: % Value 2019-2023
Table 8 LBN Brand Shares of Women's Nightwear: % Value 2020-2023
Table 9 NBO Company Shares of Women's Outerwear: % Value 2019-2023
Table 10 LBN Brand Shares of Women's Outerwear: % Value 2020-2023
Table 11 NBO Company Shares of Women's Swimwear: % Value 2019-2023
Table 12 LBN Brand Shares of Women's Swimwear: % Value 2020-2023
Table 13 NBO Company Shares of Women's Underwear: % Value 2019-2023
Table 14 LBN Brand Shares of Women's Underwear: % Value 2020-2023
Table 15 Forecast Sales of Womenswear by Category: Volume 2023-2028
Table 16 Forecast Sales of Womenswear by Category: Value 2023-2028
Table 17 Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028
Table 18 Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

APPAREL AND FOOTWEAR IN GERMANY EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 KEY TRENDS

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 19 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 20 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 23 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 25 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 28 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 29 Forecast Sales of Apparel and Footwear by Category: % Volume Growth
2023-2028

Table 30 Forecast Sales of Apparel and Footwear by Category: % Value Growth
2023-2028

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SOURCES

Summary 1 Research Sources

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