

Womenswear in Ukraine

<https://marketpublishers.com/r/W1ED8EFFCAEEN.html>

Date: February 2021

Pages: 30

Price: US\$ 990.00 (Single User License)

ID: W1ED8EFFCAEEN

Abstracts

Sales of womenswear fell sharply in 2020 as the COVID-19 pandemic prompted consumers to focus on essential purchases only, while the least well-off shifted to second-hand apparel. Thus, while women's dresses, shirts and blouses and jumpers proved relatively resilient, more discretionary categories including women's swimwear and women's suits were among the hardest hit. At the same time, the trend for sustainable fashion continued to evolve. As such, while consumers were more economical in genera...

Euromonitor International's Womenswear in Ukraine report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2016-2020 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 2025 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.

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