

Womenswear in Venezuela

<https://marketpublishers.com/r/W8251F03ED0EN.html>

Date: February 2018

Pages: 30

Price: US\$ 990.00 (Single User License)

ID: W8251F03ED0EN

Abstracts

A highly inflationary environment that continues to erode households' purchasing power negatively affected sales of womenswear in 2017. Some foreign chains have not been able to replenish their inventories since President Maduro commanded all apparel stores to cut their prices by 10-50% during the last quarter of 2015. On average, womenswear imports fell by 50% in 2017 following a decrease of 30% in 2016. All subcategories recorded volume decline due to Venezuelan women reducing their purchases...

Euromonitor International's Womenswear in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017 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 2022 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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