

# Womenswear in Australia

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## Abstracts

The year 2022 witnessed remarkable growth in womenswear in Australia, driven by local consumers emerging from lockdowns with a renewed interest in updating their wardrobe. This surge in demand translated into impressive gains in both retail current value and volume terms. However, 2023 has presented a different picture. The category is set to plateau in terms of value sales, and volume sales are expected to see a low decline. Several factors have contributed to this shift. Rising interest rates...

Euromonitor International's Womenswear in Australia 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.

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February 2024

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