

Womenswear in Australia

<https://marketpublishers.com/r/WCA96F9B6E5EN.html>

Date: November 2023

Pages: 30

Price: US\$ 990.00 (Single User License)

ID: WCA96F9B6E5EN

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.

Contents

Womenswear in Australia
Euromonitor International
February 2024

LIST OF CONTENTS AND TABLES

WOMENSWEAR IN AUSTRALIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressure takes a toll on consumer spending in womenswear
Inclusivity takes centre stage as plus-size fashion flourishes
The rise of private label, and a discount strategy in womenswear

PROSPECTS AND OPPORTUNITIES

Circular fashion is on the rise
Investment dressing set to grow, as mindful shopping is expected to stay
Material innovation will drive functionality in women's activewear

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 AUSTRALIA 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

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Womenswear in Australia

Product link: <https://marketpublishers.com/r/WCA96F9B6E5EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/WCA96F9B6E5EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970