

# The 2023 Report on Women's and Girls' Clothing: World Market Segmentation by City

<https://marketpublishers.com/r/25034EA7CFACEN.html>

Date: June 2022

Pages: 501

Price: US\$ 995.00 (Single User License)

ID: 25034EA7CFACEN

## Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

In this report we define the sales of women's and Girls' clothing as including all commonly understood products falling within this broad category, such as trendy clothing; clothes made with fibers such as nanofibers and hybrid materials; blouses, shirts, and plus-sized clothing; and fitness wear, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Adidas AG, All American Clothing Company, Amer Sports, Angel Schlessner, Arcadia Group, Arvind, Banana Republic, Benetton Group, Bruno Banani Underwear, C&A Mode GmbH & Company, Calvin Klein, Camuto Group, Carrera, Chanel, Cherokee Global Brands, Cintas, Cobra Golf, Creazioni Elena, Damella, Danskin, Debenhams Retail, Delta Galil Industries, Destination Maternity, Dillard's, Empreinte, Ennis, ESCADA Online, ESPRIT Holdings, Etienne Aigner, Exilia Gaia, ExOfficio, Five Foxes Company, French Connection Group, Fruit of the Loom, Fukusuke, Gap, G-III Apparel Group, Gildan Activewear, Gini & Jony, Giorgio Armani, Givenchy Paris, Guccio Gucci, Guess, Gymboree Group, H & M Hennes & Mauritz, Happy Socks, Highland Mills, Hong Heng Industries Pte, Hugo Boss, J. C. Penney Company, Jeanswest Corporation Pty., JLM Couture, Jockey International, Joe's Jeans, Jones New York, Jordache Enterprises,

Kate Spade, Kayser-Roth, Kellwood Company, Kenneth Cole Productions, Kohl's, Komar, L Brands, Lands' End, Lane Bryant, Laura Biagiotti (Biagiotti Group SpA), Leineweber GmbH & Co., Levi Strauss, LT Apparel Group, Macy's, Marimekko, Marks & Spencer, Marni Group, Mascot International, Naturana Dolker GmbH & Company, Nike, Nordstrom, Nubian Skin, On The Go Hosiery, O'Neill Clothing, OshKosh B'gosh, Oxford Industries, Perry Ellis International, Pierre Balmain, Preca Brummel, Progetto Moda, PVH, Quiksilver, Ralph Lauren, Reebok, Saks Fifth Avenue, Sears, Spanx, Speedo International, Target, Ted Baker London, The Antigua Group, TOM TAILOR Holding, Triumph Global Sales, Under Armour, Uniqlo Company, Van Laack, VF, Victoria's Secret, Wacoal Holdings, and Watters Designs. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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