

# 2018-2023 Global Polo Shirt Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Polo Shirt market for 2018-2023.

A polo shirt, also known as a golf shirt and tennis shirt, is a form of shirt with a collar, a placket with typically two or three buttons, and an optional pocket.

China was the largest production market with a market share of 25.73% in 2012 and 26.00% in 2017 with an increase of 0.27%. Southeast Asia and Europe ranked the second and third markets with the market share of 23.11% and 15.28% in 2016.

The top 3 (revenue) manufacturers are Banana Republic, Ralph Lauren Corporation, Abercrombie & Fitch, making up 9.82% market share of the whole market in 2016, each with the market share of 3.68%, 3.84%, and 2.30%. The concentration of this industry is low, and the top 5 manufacturers makes up 13.49% of the whole market in 2016.

Over the next five years, LPI(LP Information) projects that Polo Shirt will register a 2.5% CAGR in terms of revenue, reach US\$ 5710 million by 2023, from US\$ 5060 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Polo Shirt market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Kids Shirt

Women Shirt

Men Shirt

Segmentation by application:

Every Day Wear

Game Wear

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Banana Republic

Ralph Lauren Corporation

Abercrombie & Fitch

Brooks Brothers

Calvin Klein

Burberry

Prada

Lacoste

Paul Stuart

J. Press

Hugo Boss

Gucci

Tommy Hilfiger

Vineyard Vines

Kent Wang

Thom Browne

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

## **RESEARCH OBJECTIVES**

To study and analyze the global Polo Shirt consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Polo Shirt market by identifying its various subsegments.

Focuses on the key global Polo Shirt manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Polo Shirt with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Polo Shirt submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

## Contents

### **1 SCOPE OF THE REPORT**

- 1.1 Market Introduction
- 1.2 Research Objectives
- 1.3 Years Considered
- 1.4 Market Research Methodology
- 1.5 Economic Indicators
- 1.6 Currency Considered

### **2 EXECUTIVE SUMMARY**

- 2.1 World Market Overview
  - 2.1.1 Global Polo Shirt Consumption 2013-2023
  - 2.1.2 Polo Shirt Consumption CAGR by Region
- 2.2 Polo Shirt Segment by Type
  - 2.2.1 Kids Shirt
  - 2.2.2 Women Shirt
  - 2.2.3 Men Shirt
- 2.3 Polo Shirt Consumption by Type
  - 2.3.1 Global Polo Shirt Consumption Market Share by Type (2013-2018)
  - 2.3.2 Global Polo Shirt Revenue and Market Share by Type (2013-2018)
  - 2.3.3 Global Polo Shirt Sale Price by Type (2013-2018)
- 2.4 Polo Shirt Segment by Application
  - 2.4.1 Every Day Wear
  - 2.4.2 Game Wear
  - 2.4.3 Others
- 2.5 Polo Shirt Consumption by Application
  - 2.5.1 Global Polo Shirt Consumption Market Share by Application (2013-2018)
  - 2.5.2 Global Polo Shirt Value and Market Share by Application (2013-2018)
  - 2.5.3 Global Polo Shirt Sale Price by Application (2013-2018)

### **3 GLOBAL POLO SHIRT BY PLAYERS**

- 3.1 Global Polo Shirt Sales Market Share by Players
  - 3.1.1 Global Polo Shirt Sales by Players (2016-2018)
  - 3.1.2 Global Polo Shirt Sales Market Share by Players (2016-2018)
- 3.2 Global Polo Shirt Revenue Market Share by Players

- 3.2.1 Global Polo Shirt Revenue by Players (2016-2018)
- 3.2.2 Global Polo Shirt Revenue Market Share by Players (2016-2018)
- 3.3 Global Polo Shirt Sale Price by Players
- 3.4 Global Polo Shirt Manufacturing Base Distribution, Sales Area, Product Types by Players
  - 3.4.1 Global Polo Shirt Manufacturing Base Distribution and Sales Area by Players
  - 3.4.2 Players Polo Shirt Products Offered
- 3.5 Market Concentration Rate Analysis
  - 3.5.1 Competition Landscape Analysis
  - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) (2016-2018)
- 3.6 New Products and Potential Entrants
- 3.7 Mergers & Acquisitions, Expansion

## **4 POLO SHIRT BY REGIONS**

- 4.1 Polo Shirt by Regions
  - 4.1.1 Global Polo Shirt Consumption by Regions
  - 4.1.2 Global Polo Shirt Value by Regions
- 4.2 Americas Polo Shirt Consumption Growth
- 4.3 APAC Polo Shirt Consumption Growth
- 4.4 Europe Polo Shirt Consumption Growth
- 4.5 Middle East & Africa Polo Shirt Consumption Growth

## **5 AMERICAS**

- 5.1 Americas Polo Shirt Consumption by Countries
  - 5.1.1 Americas Polo Shirt Consumption by Countries (2013-2018)
  - 5.1.2 Americas Polo Shirt Value by Countries (2013-2018)
- 5.2 Americas Polo Shirt Consumption by Type
- 5.3 Americas Polo Shirt Consumption by Application
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Key Economic Indicators of Few Americas Countries

## **6 APAC**

- 6.1 APAC Polo Shirt Consumption by Countries
  - 6.1.1 APAC Polo Shirt Consumption by Countries (2013-2018)

- 6.1.2 APAC Polo Shirt Value by Countries (2013-2018)
- 6.2 APAC Polo Shirt Consumption by Type
- 6.3 APAC Polo Shirt Consumption by Application
- 6.4 China
- 6.5 Japan
- 6.6 Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia
- 6.10 Key Economic Indicators of Few APAC Countries

## **7 EUROPE**

- 7.1 Europe Polo Shirt by Countries
  - 7.1.1 Europe Polo Shirt Consumption by Countries (2013-2018)
  - 7.1.2 Europe Polo Shirt Value by Countries (2013-2018)
- 7.2 Europe Polo Shirt Consumption by Type
- 7.3 Europe Polo Shirt Consumption by Application
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia
- 7.9 Spain
- 7.10 Key Economic Indicators of Few Europe Countries

## **8 MIDDLE EAST & AFRICA**

- 8.1 Middle East & Africa Polo Shirt by Countries
  - 8.1.1 Middle East & Africa Polo Shirt Consumption by Countries (2013-2018)
  - 8.1.2 Middle East & Africa Polo Shirt Value by Countries (2013-2018)
- 8.2 Middle East & Africa Polo Shirt Consumption by Type
- 8.3 Middle East & Africa Polo Shirt Consumption by Application
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries



## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

### 9.1 Market Drivers and Impact

#### 9.1.1 Growing Demand from Key Regions

#### 9.1.2 Growing Demand from Key Applications and Potential Industries

### 9.2 Market Challenges and Impact

### 9.3 Market Trends

## **10 MARKETING, DISTRIBUTORS AND CUSTOMER**

### 10.1 Sales Channel

#### 10.1.1 Direct Marketing

#### 10.1.2 Indirect Marketing

### 10.2 Polo Shirt Distributors

### 10.3 Polo Shirt Customer

## **11 GLOBAL POLO SHIRT MARKET FORECAST**

### 11.1 Global Polo Shirt Consumption Forecast (2018-2023)

### 11.2 Global Polo Shirt Forecast by Regions

#### 11.2.1 Global Polo Shirt Forecast by Regions (2018-2023)

#### 11.2.2 Global Polo Shirt Value Forecast by Regions (2018-2023)

#### 11.2.3 Americas Consumption Forecast

#### 11.2.4 APAC Consumption Forecast

#### 11.2.5 Europe Consumption Forecast

#### 11.2.6 Middle East & Africa Consumption Forecast

### 11.3 Americas Forecast by Countries

#### 11.3.1 United States Market Forecast

#### 11.3.2 Canada Market Forecast

#### 11.3.3 Mexico Market Forecast

#### 11.3.4 Brazil Market Forecast

### 11.4 APAC Forecast by Countries

#### 11.4.1 China Market Forecast

#### 11.4.2 Japan Market Forecast

#### 11.4.3 Korea Market Forecast

#### 11.4.4 Southeast Asia Market Forecast

#### 11.4.5 India Market Forecast

#### 11.4.6 Australia Market Forecast

### 11.5 Europe Forecast by Countries

- 11.5.1 Germany Market Forecast
- 11.5.2 France Market Forecast
- 11.5.3 UK Market Forecast
- 11.5.4 Italy Market Forecast
- 11.5.5 Russia Market Forecast
- 11.5.6 Spain Market Forecast
- 11.6 Middle East & Africa Forecast by Countries
  - 11.6.1 Egypt Market Forecast
  - 11.6.2 South Africa Market Forecast
  - 11.6.3 Israel Market Forecast
  - 11.6.4 Turkey Market Forecast
  - 11.6.5 GCC Countries Market Forecast
- 11.7 Global Polo Shirt Forecast by Type
- 11.8 Global Polo Shirt Forecast by Application

## **12 KEY PLAYERS ANALYSIS**

- 12.1 Banana Republic
  - 12.1.1 Company Details
  - 12.1.2 Polo Shirt Product Offered
  - 12.1.3 Banana Republic Polo Shirt Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.1.4 Main Business Overview
  - 12.1.5 Banana Republic News
- 12.2 Ralph Lauren Corporation
  - 12.2.1 Company Details
  - 12.2.2 Polo Shirt Product Offered
  - 12.2.3 Ralph Lauren Corporation Polo Shirt Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.2.4 Main Business Overview
  - 12.2.5 Ralph Lauren Corporation News
- 12.3 Abercrombie & Fitch
  - 12.3.1 Company Details
  - 12.3.2 Polo Shirt Product Offered
  - 12.3.3 Abercrombie & Fitch Polo Shirt Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.3.4 Main Business Overview
  - 12.3.5 Abercrombie & Fitch News
- 12.4 Brooks Brothers

- 12.4.1 Company Details
- 12.4.2 Polo Shirt Product Offered
- 12.4.3 Brooks Brothers Polo Shirt Sales, Revenue, Price and Gross Margin (2016-2018)
- 12.4.4 Main Business Overview
- 12.4.5 Brooks Brothers News
- 12.5 Calvin Klein
  - 12.5.1 Company Details
  - 12.5.2 Polo Shirt Product Offered
  - 12.5.3 Calvin Klein Polo Shirt Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.5.4 Main Business Overview
  - 12.5.5 Calvin Klein News
- 12.6 Burberry
  - 12.6.1 Company Details
  - 12.6.2 Polo Shirt Product Offered
  - 12.6.3 Burberry Polo Shirt Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.6.4 Main Business Overview
  - 12.6.5 Burberry News
- 12.7 Prada
  - 12.7.1 Company Details
  - 12.7.2 Polo Shirt Product Offered
  - 12.7.3 Prada Polo Shirt Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.7.4 Main Business Overview
  - 12.7.5 Prada News
- 12.8 Lacoste
  - 12.8.1 Company Details
  - 12.8.2 Polo Shirt Product Offered
  - 12.8.3 Lacoste Polo Shirt Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.8.4 Main Business Overview
  - 12.8.5 Lacoste News
- 12.9 Paul Stuart
  - 12.9.1 Company Details
  - 12.9.2 Polo Shirt Product Offered
  - 12.9.3 Paul Stuart Polo Shirt Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.9.4 Main Business Overview
  - 12.9.5 Paul Stuart News
- 12.10 J. Press
  - 12.10.1 Company Details
  - 12.10.2 Polo Shirt Product Offered

12.10.3 J. Press Polo Shirt Sales, Revenue, Price and Gross Margin (2016-2018)

12.10.4 Main Business Overview

12.10.5 J. Press News

12.11 Hugo Boss

12.12 Gucci

12.13 Tommy Hilfiger

12.14 Vineyard Vines

12.15 Kent Wang

12.16 Thom Browne

## **13 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Polo Shirt  
Table Product Specifications of Polo Shirt  
Figure Polo Shirt Report Years Considered  
Figure Market Research Methodology  
Figure Global Polo Shirt Consumption Growth Rate 2013-2023 (M Pcs)  
Figure Global Polo Shirt Value Growth Rate 2013-2023 (\$ Millions)  
Table Polo Shirt Consumption CAGR by Region 2013-2023 (\$ Millions)  
Figure Product Picture of Kids Shirt  
Table Major Players of Kids Shirt  
Figure Product Picture of Women Shirt  
Table Major Players of Women Shirt  
Figure Product Picture of Men Shirt  
Table Major Players of Men Shirt  
Table Global Consumption Sales by Type (2013-2018)  
Table Global Polo Shirt Consumption Market Share by Type (2013-2018)  
Figure Global Polo Shirt Consumption Market Share by Type (2013-2018)  
Table Global Polo Shirt Revenue by Type (2013-2018) (\$ million)  
Table Global Polo Shirt Value Market Share by Type (2013-2018) (\$ Millions)  
Figure Global Polo Shirt Value Market Share by Type (2013-2018)  
Table Global Polo Shirt Sale Price by Type (2013-2018)  
Figure Polo Shirt Consumed in Every Day Wear  
Figure Global Polo Shirt Market: Every Day Wear (2013-2018) (M Pcs)  
Figure Global Polo Shirt Market: Every Day Wear (2013-2018) (\$ Millions)  
Figure Global Every Day Wear YoY Growth (\$ Millions)  
Figure Polo Shirt Consumed in Game Wear  
Figure Global Polo Shirt Market: Game Wear (2013-2018) (M Pcs)  
Figure Global Polo Shirt Market: Game Wear (2013-2018) (\$ Millions)  
Figure Global Game Wear YoY Growth (\$ Millions)  
Figure Polo Shirt Consumed in Others  
Figure Global Polo Shirt Market: Others (2013-2018) (M Pcs)  
Figure Global Polo Shirt Market: Others (2013-2018) (\$ Millions)  
Figure Global Others YoY Growth (\$ Millions)  
Table Global Consumption Sales by Application (2013-2018)  
Table Global Polo Shirt Consumption Market Share by Application (2013-2018)  
Figure Global Polo Shirt Consumption Market Share by Application (2013-2018)

Table Global Polo Shirt Value by Application (2013-2018)  
Table Global Polo Shirt Value Market Share by Application (2013-2018)  
Figure Global Polo Shirt Value Market Share by Application (2013-2018)  
Table Global Polo Shirt Sale Price by Application (2013-2018)  
Table Global Polo Shirt Sales by Players (2016-2018) (M Pcs)  
Table Global Polo Shirt Sales Market Share by Players (2016-2018)  
Figure Global Polo Shirt Sales Market Share by Players in 2016  
Figure Global Polo Shirt Sales Market Share by Players in 2017  
Table Global Polo Shirt Revenue by Players (2016-2018) (\$ Millions)  
Table Global Polo Shirt Revenue Market Share by Players (2016-2018)  
Figure Global Polo Shirt Revenue Market Share by Players in 2016  
Figure Global Polo Shirt Revenue Market Share by Players in 2017  
Table Global Polo Shirt Sale Price by Players (2016-2018)  
Figure Global Polo Shirt Sale Price by Players in 2017  
Table Global Polo Shirt Manufacturing Base Distribution and Sales Area by Players  
Table Players Polo Shirt Products Offered  
Table Polo Shirt Concentration Ratio (CR3, CR5 and CR10) (2016-2018)  
Table Global Polo Shirt Consumption by Regions 2013-2018 (M Pcs)  
Table Global Polo Shirt Consumption Market Share by Regions 2013-2018  
Figure Global Polo Shirt Consumption Market Share by Regions 2013-2018  
Table Global Polo Shirt Value by Regions 2013-2018 (\$ Millions)  
Table Global Polo Shirt Value Market Share by Regions 2013-2018  
Figure Global Polo Shirt Value Market Share by Regions 2013-2018  
Figure Americas Polo Shirt Consumption 2013-2018 (M Pcs)  
Figure Americas Polo Shirt Value 2013-2018 (\$ Millions)  
Figure APAC Polo Shirt Consumption 2013-2018 (M Pcs)  
Figure APAC Polo Shirt Value 2013-2018 (\$ Millions)  
Figure Europe Polo Shirt Consumption 2013-2018 (M Pcs)  
Figure Europe Polo Shirt Value 2013-2018 (\$ Millions)  
Figure Middle East & Africa Polo Shirt Consumption 2013-2018 (M Pcs)  
Figure Middle East & Africa Polo Shirt Value 2013-2018 (\$ Millions)  
Table Americas Polo Shirt Consumption by Countries (2013-2018) (M Pcs)  
Table Americas Polo Shirt Consumption Market Share by Countries (2013-2018)  
Figure Americas Polo Shirt Consumption Market Share by Countries in 2017  
Table Americas Polo Shirt Value by Countries (2013-2018) (\$ Millions)  
Table Americas Polo Shirt Value Market Share by Countries (2013-2018)  
Figure Americas Polo Shirt Value Market Share by Countries in 2017  
Table Americas Polo Shirt Consumption by Type (2013-2018) (M Pcs)  
Table Americas Polo Shirt Consumption Market Share by Type (2013-2018)

Figure Americas Polo Shirt Consumption Market Share by Type in 2017  
Table Americas Polo Shirt Consumption by Application (2013-2018) (M Pcs)  
Table Americas Polo Shirt Consumption Market Share by Application (2013-2018)  
Figure Americas Polo Shirt Consumption Market Share by Application in 2017  
Figure United States Polo Shirt Consumption Growth 2013-2018 (M Pcs)  
Figure United States Polo Shirt Value Growth 2013-2018 (\$ Millions)  
Figure Canada Polo Shirt Consumption Growth 2013-2018 (M Pcs)  
Figure Canada Polo Shirt Value Growth 2013-2018 (\$ Millions)  
Figure Mexico Polo Shirt Consumption Growth 2013-2018 (M Pcs)  
Figure Mexico Polo Shirt Value Growth 2013-2018 (\$ Millions)  
Table APAC Polo Shirt Consumption by Countries (2013-2018) (M Pcs)  
Table APAC Polo Shirt Consumption Market Share by Countries (2013-2018)  
Figure APAC Polo Shirt Consumption Market Share by Countries in 2017  
Table APAC Polo Shirt Value by Countries (2013-2018) (\$ Millions)  
Table APAC Polo Shirt Value Market Share by Countries (2013-2018)  
Figure APAC Polo Shirt Value Market Share by Countries in 2017  
Table APAC Polo Shirt Consumption by Type (2013-2018) (M Pcs)  
Table APAC Polo Shirt Consumption Market Share by Type (2013-2018)  
Figure APAC Polo Shirt Consumption Market Share by Type in 2017  
Table APAC Polo Shirt Consumption by Application (2013-2018) (M Pcs)  
Table APAC Polo Shirt Consumption Market Share by Application (2013-2018)  
Figure APAC Polo Shirt Consumption Market Share by Application in 2017  
Figure China Polo Shirt Consumption Growth 2013-2018 (M Pcs)  
Figure China Polo Shirt Value Growth 2013-2018 (\$ Millions)  
Figure Japan Polo Shirt Consumption Growth 2013-2018 (M Pcs)  
Figure Japan Polo Shirt Value Growth 2013-2018 (\$ Millions)  
Figure Korea Polo Shirt Consumption Growth 2013-2018 (M Pcs)  
Figure Korea Polo Shirt Value Growth 2013-2018 (\$ Millions)  
Figure Southeast Asia Polo Shirt Consumption Growth 2013-2018 (M Pcs)  
Figure Southeast Asia Polo Shirt Value Growth 2013-2018 (\$ Millions)  
Figure India Polo Shirt Consumption Growth 2013-2018 (M Pcs)  
Figure India Polo Shirt Value Growth 2013-2018 (\$ Millions)  
Figure Australia Polo Shirt Consumption Growth 2013-2018 (M Pcs)  
Figure Australia Polo Shirt Value Growth 2013-2018 (\$ Millions)  
Table Europe Polo Shirt Consumption by Countries (2013-2018) (M Pcs)  
Table Europe Polo Shirt Consumption Market Share by Countries (2013-2018)  
Figure Europe Polo Shirt Consumption Market Share by Countries in 2017  
Table Europe Polo Shirt Value by Countries (2013-2018) (\$ Millions)  
Table Europe Polo Shirt Value Market Share by Countries (2013-2018)

Figure Europe Polo Shirt Value Market Share by Countries in 2017  
Table Europe Polo Shirt Consumption by Type (2013-2018) (M Pcs)  
Table Europe Polo Shirt Consumption Market Share by Type (2013-2018)  
Figure Europe Polo Shirt Consumption Market Share by Type in 2017  
Table Europe Polo Shirt Consumption by Application (2013-2018) (M Pcs)  
Table Europe Polo Shirt Consumption Market Share by Application (2013-2018)  
Figure Europe Polo Shirt Consumption Market Share by Application in 2017  
Figure Germany Polo Shirt Consumption Growth 2013-2018 (M Pcs)  
Figure Germany Polo Shirt Value Growth 2013-2018 (\$ Millions)  
Figure France Polo Shirt Consumption Growth 2013-2018 (M Pcs)  
Figure France Polo Shirt Value Growth 2013-2018 (\$ Millions)  
Figure UK Polo Shirt Consumption Growth 2013-2018 (M Pcs)  
Figure UK Polo Shirt Value Growth 2013-2018 (\$ Millions)  
Figure Italy Polo Shirt Consumption Growth 2013-2018 (M Pcs)  
Figure Italy Polo Shirt Value Growth 2013-2018 (\$ Millions)  
Figure Russia Polo Shirt Consumption Growth 2013-2018 (M Pcs)  
Figure Russia Polo Shirt Value Growth 2013-2018 (\$ Millions)  
Figure Spain Polo Shirt Consumption Growth 2013-2018 (M Pcs)  
Figure Spain Polo Shirt Value Growth 2013-2018 (\$ Millions)  
Table Middle East & Africa Polo Shirt Consumption by Countries (2013-2018) (M Pcs)  
Table Middle East & Africa Polo Shirt Consumption Market Share by Countries (2013-2018)  
Figure Middle East & Africa Polo Shirt Consumption Market Share by Countries in 2017  
Table Middle East & Africa Polo Shirt Value by Countries (2013-2018) (\$ Millions)  
Table Middle East & Africa Polo Shirt Value Market Share by Countries (2013-2018)  
Figure Middle East & Africa Polo Shirt Value Market Share by Countries in 2017  
Table Middle East & Africa Polo Shirt Consumption by Type (2013-2018) (M Pcs)  
Table Middle East & Africa Polo Shirt Consumption Market Share by Type (2013-2018)  
Figure Middle East & Africa Polo Shirt Consumption Market Share by Type in 2017  
Table Middle East & Africa Polo Shirt Consumption by Application (2013-2018) (M Pcs)  
Table Middle East & Africa Polo Shirt Consumption Market Share by Application (2013-2018)  
Figure Middle East & Africa Polo Shirt Consumption Market Share by Application in 2017  
Figure Egypt Polo Shirt Consumption Growth 2013-2018 (M Pcs)  
Figure Egypt Polo Shirt Value Growth 2013-2018 (\$ Millions)  
Figure South Africa Polo Shirt Consumption Growth 2013-2018 (M Pcs)  
Figure South Africa Polo Shirt Value Growth 2013-2018 (\$ Millions)  
Figure Israel Polo Shirt Consumption Growth 2013-2018 (M Pcs)



Figure Israel Polo Shirt Value Growth 2013-2018 (\$ Millions)  
Figure Turkey Polo Shirt Consumption Growth 2013-2018 (M Pcs)  
Figure Turkey Polo Shirt Value Growth 2013-2018 (\$ Millions)  
Figure GCC Countries Polo Shirt Consumption Growth 2013-2018 (M Pcs)  
Figure GCC Countries Polo Shirt Value Growth 2013-2018 (\$ Millions)  
Table Polo Shirt Distributors List  
Table Polo Shirt Customer List  
Figure Global Polo Shirt Consumption Growth Rate Forecast (2018-2023) (M Pcs)  
Figure Global Polo Shirt Value Growth Rate Forecast (2018-2023) (\$ Millions)  
Table Global Polo Shirt Consumption Forecast by Countries (2018-2023) (M Pcs)  
Table Global Polo Shirt Consumption Market Forecast by Regions  
Table Global Polo Shirt Value Forecast by Countries (2018-2023) (\$ Millions)  
Table Global Polo Shirt Value Market Share Forecast by Regions  
Figure Americas Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure Americas Polo Shirt Value 2018-2023 (\$ Millions)  
Figure APAC Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure APAC Polo Shirt Value 2018-2023 (\$ Millions)  
Figure Europe Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure Europe Polo Shirt Value 2018-2023 (\$ Millions)  
Figure Middle East & Africa Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure Middle East & Africa Polo Shirt Value 2018-2023 (\$ Millions)  
Figure United States Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure United States Polo Shirt Value 2018-2023 (\$ Millions)  
Figure Canada Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure Canada Polo Shirt Value 2018-2023 (\$ Millions)  
Figure Mexico Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure Mexico Polo Shirt Value 2018-2023 (\$ Millions)  
Figure Brazil Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure Brazil Polo Shirt Value 2018-2023 (\$ Millions)  
Figure China Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure China Polo Shirt Value 2018-2023 (\$ Millions)  
Figure Japan Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure Japan Polo Shirt Value 2018-2023 (\$ Millions)  
Figure Korea Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure Korea Polo Shirt Value 2018-2023 (\$ Millions)  
Figure Southeast Asia Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure Southeast Asia Polo Shirt Value 2018-2023 (\$ Millions)  
Figure India Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure India Polo Shirt Value 2018-2023 (\$ Millions)

Figure Australia Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure Australia Polo Shirt Value 2018-2023 (\$ Millions)  
Figure Germany Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure Germany Polo Shirt Value 2018-2023 (\$ Millions)  
Figure France Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure France Polo Shirt Value 2018-2023 (\$ Millions)  
Figure UK Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure UK Polo Shirt Value 2018-2023 (\$ Millions)  
Figure Italy Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure Italy Polo Shirt Value 2018-2023 (\$ Millions)  
Figure Russia Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure Russia Polo Shirt Value 2018-2023 (\$ Millions)  
Figure Spain Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure Spain Polo Shirt Value 2018-2023 (\$ Millions)  
Figure Egypt Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure Egypt Polo Shirt Value 2018-2023 (\$ Millions)  
Figure South Africa Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure South Africa Polo Shirt Value 2018-2023 (\$ Millions)  
Figure Israel Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure Israel Polo Shirt Value 2018-2023 (\$ Millions)  
Figure Turkey Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure Turkey Polo Shirt Value 2018-2023 (\$ Millions)  
Figure GCC Countries Polo Shirt Consumption 2018-2023 (M Pcs)  
Figure GCC Countries Polo Shirt Value 2018-2023 (\$ Millions)  
Table Global Polo Shirt Consumption Forecast by Type (2018-2023) (M Pcs)  
Table Global Polo Shirt Consumption Market Share Forecast by Type (2018-2023)  
Table Global Polo Shirt Value Forecast by Type (2018-2023) (\$ Millions)  
Table Global Polo Shirt Value Market Share Forecast by Type (2018-2023)  
Table Global Polo Shirt Consumption Forecast by Application (2018-2023) (M Pcs)  
Table Global Polo Shirt Consumption Market Share Forecast by Application  
(2018-2023)  
Table Global Polo Shirt Value Forecast by Application (2018-2023) (\$ Millions)  
Table Global Polo Shirt Value Market Share Forecast by Application (2018-2023)  
Table Banana Republic Basic Information, Manufacturing Base, Sales Area and Its  
Competitors  
Table Banana Republic Polo Shirt Sales, Revenue, Price and Gross Margin  
(2016-2018)  
Figure Banana Republic Polo Shirt Market Share (2016-2018)  
Table Ralph Lauren Corporation Basic Information, Manufacturing Base, Sales Area

and Its Competitors

Table Ralph Lauren Corporation Polo Shirt Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Ralph Lauren Corporation Polo Shirt Market Share (2016-2018)

Table Abercrombie & Fitch Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Abercrombie & Fitch Polo Shirt Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Abercrombie & Fitch Polo Shirt Market Share (2016-2018)

Table Brooks Brothers Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Brooks Brothers Polo Shirt Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Brooks Brothers Polo Shirt Market Share (2016-2018)

Table Calvin Klein Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Calvin Klein Polo Shirt Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Calvin Klein Polo Shirt Market Share (2016-2018)

Table Burberry Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Burberry Polo Shirt Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Burberry Polo Shirt Market Share (2016-2018)

Table Prada Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Prada Polo Shirt Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Prada Polo Shirt Market Share (2016-2018)

Table Lacoste Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Lacoste Polo Shirt Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Lacoste Polo Shirt Market Share (2016-2018)

Table Paul Stuart Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Paul Stuart Polo Shirt Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Paul Stuart Polo Shirt Market Share (2016-2018)

Table J. Press Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table J. Press Polo Shirt Sales, Revenue, Price and Gross Margin (2016-2018)

Figure J. Press Polo Shirt Market Share (2016-2018)

Table Hugo Boss Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Gucci Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Tommy Hilfiger Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Vineyard Vines Basic Information, Manufacturing Base, Sales Area and Its

Competitors

Table Kent Wang Basic Information, Manufacturing Base, Sales Area and Its

Competitors

Table Thom Browne Basic Information, Manufacturing Base, Sales Area and Its

Competitors

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