

Apparel Retail in Pakistan

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Abstracts

Apparel Retail in Pakistan

SUMMARY

Apparel Retail in Pakistan industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The apparel retail market includes baby clothing, toddler clothing and casual wear, essentials, formalwear, formalwear-occasion, and outerwear for men, women, boys and girls; excludes sports-specific clothing.

The Pakistani apparel retail industry had total revenues of \$9.1bn in 2018, representing a compound annual growth rate (CAGR) of 5.9% between 2014 and 2018.

The menswear segment was the industry's most lucrative in 2018, with total revenues of \$4.6bn, equivalent to 50.4% of the industry's overall value.

Growth within the Pakistani industry has been encouraged by economic prosperity in urban areas. Urbanization has led to improved living standards, higher disposable income and improved retail spaces, which supported increased spending.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the apparel retail market in Pakistan

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the apparel retail market in Pakistan

Leading company profiles reveal details of key apparel retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Pakistan apparel retail market with five year forecasts

REASONS TO BUY

What was the size of the Pakistan apparel retail market by value in 2018?

What will be the size of the Pakistan apparel retail market in 2023?

What factors are affecting the strength of competition in the Pakistan apparel retail market?

How has the market performed over the last five years?

What are the main segments that make up Pakistan's apparel retail market?

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