

# Apparel Retail in Switzerland

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## Abstracts

Apparel Retail in Switzerland

### SUMMARY

Apparel Retail in Switzerland 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 Swiss apparel retail industry had total revenues of \$7.7bn in 2018, representing a compound annual rate of change (CARC) of -1% between 2014 and 2018.

The childrenswear segment was the industry's most lucrative in 2018, with total revenues of \$3.5bn, equivalent to 45.8% of the industry's overall value.

Typically, prices are higher than in neighboring countries and this has encouraged some to cross the border into France or Germany to buy goods at a better rate. This comes at the expense of the Swiss industry.

### SCOPE

*Apparel Retail in Switzerland*

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

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

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 Switzerland apparel retail market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

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

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. What are the strengths of leading players?
- 7.3. What trends have impacted players in the industry?
- 7.4. What has been the rationale behind strategic partnerships?

## **8 COMPANY PROFILES**

- 8.1. H & M Hennes & Mauritz AB
- 8.2. Genossenschaft Migros Ostschweiz
- 8.3. Inditex SA
- 8.4. IIC-INTERSPORT International Corporation GmbH

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Switzerland apparel retail industry value: \$ million, 2014-18
- Table 2: Switzerland apparel retail industry category segmentation: \$ million, 2018
- Table 3: Switzerland apparel retail industry geography segmentation: \$ million, 2018
- Table 4: Switzerland apparel retail industry distribution: % share, by value, 2018
- Table 5: Switzerland apparel retail industry value forecast: \$ million, 2018-23
- Table 6: H & M Hennes & Mauritz AB: key facts
- Table 7: H & M Hennes & Mauritz AB: Annual Financial Ratios
- Table 8: H & M Hennes & Mauritz AB: Key Employees
- Table 9: H & M Hennes & Mauritz AB: Key Employees Continued
- Table 10: Genossenschaft Migros Ostschweiz: key facts
- Table 11: Genossenschaft Migros Ostschweiz: Key Employees
- Table 12: Inditex SA: key facts
- Table 13: Inditex SA: Annual Financial Ratios
- Table 14: Inditex SA: Key Employees
- Table 15: Inditex SA: Key Employees Continued
- Table 16: IIC-INTERSPORT International Corporation GmbH: key facts
- Table 17: IIC-INTERSPORT International Corporation GmbH: Key Employees
- Table 18: Switzerland size of population (million), 2014-18
- Table 19: Switzerland gdp (constant 2005 prices, \$ billion), 2014-18
- Table 20: Switzerland gdp (current prices, \$ billion), 2014-18
- Table 21: Switzerland inflation, 2014-18
- Table 22: Switzerland consumer price index (absolute), 2014-18
- Table 23: Switzerland exchange rate, 2014-18

## List Of Figures

### LIST OF FIGURES

Figure 1: Switzerland apparel retail industry value: \$ million, 2014-18

Figure 2: Switzerland apparel retail industry category segmentation: % share, by value, 2018

Figure 3: Switzerland apparel retail industry geography segmentation: % share, by value, 2018

Figure 4: Switzerland apparel retail industry distribution: % share, by value, 2018

Figure 5: Switzerland apparel retail industry value forecast: \$ million, 2018-23

Figure 6: Forces driving competition in the apparel retail industry in Switzerland, 2018

Figure 7: Drivers of buyer power in the apparel retail industry in Switzerland, 2018

Figure 8: Drivers of supplier power in the apparel retail industry in Switzerland, 2018

Figure 9: Factors influencing the likelihood of new entrants in the apparel retail industry in Switzerland, 2018

Figure 10: Factors influencing the threat of substitutes in the apparel retail industry in Switzerland, 2018

Figure 11: Drivers of degree of rivalry in the apparel retail industry in Switzerland, 2018

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