

# Switzerland Apparel Retail Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

Switzerland Apparel Retail Market Summary, Competitive Analysis and Forecast to 2027

### Summary

Apparel Retail in Switzerland industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

Childrenswear includes all clothing designed for children between the ages of 0-15, such as baby clothing, boys' casualwear, boys' school wear, boys' underwear (vests, underpants, socks) and nightwear, boys' formalwear-occasion, boys' outerwear including regional or national attire, girls' casualwear, girls' school wear, girls' underwear (knickers, bras, vests, socks, and tights) and nightwear, girls' formalwear-occasion, girls' outerwear including regional and national attire, such as saris, and toddler clothing. It also includes all sportswear and fancy dress.

The Swiss apparel retail industry had total revenues of \$10.7 billion in 2022, representing a negative compound annual growth rate (CAGR) of 1.4% between 2017 and 2022.

The womenswear segment accounted for the industry's largest proportion in

2022, with total revenues of \$5.8 billion, equivalent to 54.4% of the industry's overall value.

The growth in the Swiss apparel retail industry in 2022 is influenced by several macroeconomic factors, such as rising GDP and growing consumer confidence. For instance, according to the State Secretariat for Economic Affairs, consumer confidence in Switzerland stood at 3.7 in January 2022.

## Scope

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 2022?

What will be the size of the Switzerland apparel retail market in 2027?

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?

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