

Women Innerwear Market in India Outlook 2015

<https://marketpublishers.com/r/W130E814AA0EN.html>

Date: April 2012

Pages: 23

Price: US\$ 250.00 (Single User License)

ID: W130E814AA0EN

Abstracts

Growing number of working women, changing fashion trends, increased awareness about better fits, rising disposable income and level of information have given the women innerwear industry a new dimension. As per the estimate carried out in our latest research report, the women's innerwear market will post a CAGR growth of more than 16% during 2012-2015.

Our report, "Women Innerwear Market in India Outlook 2015", estimates the current market size, and presents forecasts on the basis of in-depth study and analysis of trends, demographics, consumer behavior, and spending patterns. It also studies how the markets for women innerwear are currently performing, and in which direction they are likely to move in the coming years. We have looked into the trends, and found that retail giants are now tapping the markets in tier-II & tier-III cities by expanding their footprints to these locations.

The analytical and comprehensive research thoroughly evaluates the women's innerwear markets in India. It also presents the competitive landscape by giving an overview of the activities of key players like Lovable. Overall, the study aims at providing a balanced outlook of the women innerwear market to clients to help them make sound investment decisions.

Contents

1. ANALYST VIEW

2. RESEARCH METHODOLOGY

3. INDUSTRY TRENDS

- 3.1 Growing Acceptance of Private Labels
- 3.2 Rapid Expansion in Tier-II & Tier-III Cities

4. WOMEN INNERWEAR MARKET FORECAST TO 2015

- 4.1 Lingerie
- 4.2 Night Wear

5. KEY PLAYERS

- 5.1 Lovable Lingerie Ltd
- 5.2 La Senza Corporation

List Of Figures

LIST OF FIGURES

Figure 4-1: Women Innerwear Market (Billion INR), 2010-2015

Figure 4-2: Women Lingerie Market (Billion INR), 2010-2015

Figure 4-3: Forecast for Share of Women Lingerie by Segment (2015)

Figure 4-4: Women Night Wear Market (Billion INR), 2010-2015

List Of Tables

LIST OF TABLES

Table 5-1: Lovable Lingerie Ltd. - Financial Overview (Million US\$), FY 2009 to FY 2011

Table 5-2: La Senza Corporation - Financial Overview (Million US\$), FY 2009 to FY 2011

I would like to order

Product name: Women Innerwear Market in India Outlook 2015

Product link: <https://marketpublishers.com/r/W130E814AA0EN.html>

Price: US\$ 250.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W130E814AA0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970