

Global Intimate Apparel Market: 2008 Edition

<https://marketpublishers.com/r/GA6EF07E589EN.html>

Date: November 2008

Pages: 50

Price: US\$ 900.00 (Single User License)

ID: GA6EF07E589EN

Abstracts

The global lingerie industry supply chain is likely to see falling margins in the near future in the wake of the weakening consumer confidence as a result of looming recession and economic slowdown.

However, the global lingerie industry is not likely to see a major downward growth trend mainly because of the fact that a slowing US and Western European lingerie market is being compensated by the growing Russian and Asian lingerie markets.

The Russian lingerie market is seeing a higher growth rate compared to the overall apparel industry on the back of money spending middle class. Wages and salaries in Russia have grown at an annual average rate of 12.8% over the past years.

The demographic evolution in Asia, particularly in China and India and the increasing urbanization, brand awareness, and rapid retail growth in these two countries are influencing consumers to migrate to branded innerwear, thereby fuelling the growth of organized lingerie market.

Currently the Asian market is playing an important role in the growth of the lingerie industry. While the global lingerie market grew at a rate of approximately 3%, the Asian lingerie market has shown tremendous growth with 8%. So, Asia and to some extent Eastern European countries like Russia have emerged as important markets for Western and Asian lingerie brands.

And the sales channel that has become more pronounced for lingerie manufacturers is the specialist lingerie chains. These chains are taking a major share of the market especially in the European countries. And this is evident with the growing level of consolidation in this sales channel. The recent acquisition of Lejaby (French lingerie and swimwear subsidiary of US group Warnaco) by the Austrian textiles group Palmers

Textil, Princess Tam Tam by Japan's Fast Retailing Co. and French lingerie chain Orcanta by Chantelle Group indicates growing popularity of the specialist lingerie chains.

Created in November 2008, the report titled “Global Intimate Apparel Industry: 2008 Edition” gives an updated and analytical view of the global intimate apparel industry. The report assesses the overall industry by region, presents the major trends in different geographies and analyzes sales by channel of distribution in major regions/countries. It also analyzes the market opportunities for lingerie manufacturers, suppliers, distributors and retailers. The report also gives a comprehensive analysis of the leading players in the lingerie market. Further, the level of threat of new entrants, competitive intensity and bargaining power of buyers and suppliers has been presented with the Porter’s Five Forces framework. Finally, market forecast has been done keeping in view the current global economic scenario.

Contents

1. GLOBAL INTIMATE APPAREL MARKET

- 1.1 Market Definition
- 1.2 Market Size and Growth
- 1.3 Market Opportunities

2. US INTIMATE APPAREL MARKET

- 2.1 Market Overview
- 2.2 Market Size and Growth
- 2.3 Sales by Major Categories
- 2.4 Major Market Trends

3. EUROPEAN INTIMATE APPAREL MARKET

- 3.1 UK Intimate Apparel Market
 - 3.1.1 Market Size and Growth
 - 3.1.2 Sales by Channel of Distribution
 - 3.1.3 Major Market Trends
- 3.2 French Intimate Apparel Market
 - 3.2.1 Market Size and Growth
 - 3.2.2 Sales by Channel of Distribution
 - 3.2.3 Major Market Trends
- 3.3 Russian Intimate Apparel Market
 - 3.3.1 Market Size and Growth
 - 3.3.2 Market Share by Segment
 - 3.3.3 Sales by Channel of Distribution
 - 3.3.4 Major Market Trends

4. ASIAN INTIMATE APPAREL MARKET

- 4.1 Chinese Intimate Apparel Market
 - 4.1.1 Market Size and Growth
 - 4.1.2 Major Market Trends
- 4.2 Indian Intimate Apparel Market
 - 4.2.1 Market Size and Growth
 - 4.2.2 Market Share by Segment

- 4.2.3 Sales by Channel of Distribution
- 4.2.4 Major Market Trends

5. PORTER'S FIVE FORCES ANALYSIS: LINGERIE INDUSTRY

- 5.1 Bargaining Power of Suppliers
- 5.2 Bargaining Power of Buyers
- 5.3 Competitive Rivalry
- 5.4 Threat of New Entrants
- 5.5 Threat of Substitutes

6. COMPETITIVE LANDSCAPE: GLOBAL LINGERIE INDUSTRY

- 6.1 Victoria's Secret (Limited Brands)
 - 6.1.1 Company Description
 - 6.1.2 Major Brands and distribution channels
 - 6.1.3 Business Strategies
- 6.2 Maidenform Brands, Inc
 - 6.2.1 Company Description
 - 6.2.2 Major Brands and distribution channels
 - 6.2.3 Business Strategies
- 6.3 Van de Velde
 - 6.3.1 Company Description
 - 6.3.1 Major Brands and distribution channels
 - 6.3.2 Business Strategies
- 6.4 CALIDA Holding AG
 - 6.4.1 Company Description
 - 6.4.2 Major Brands and distribution channels
 - 6.4.3 Business Strategies

7. FUTURE OUTLOOK

- 7.1 Overall Economic Environment
- 7.2 Market Forecast

List Of Figures

LIST OF FIGURES

Global Intimate Apparel Market Size: 2003- 2007
Global Intimate Apparel Market Share by Region (2007)
Global Intimate Apparel Market: Sales by Country (2007)
Global Intimate Apparel Market: Segment Contribution (2007)
US Apparel Industry by Major Segments: 2007
US Intimate Apparel Market Size (Value): 2002-2007
US Intimate Apparel Sales (Value): Major Categories: 2007
US Intimate Apparel Sales (Value): Major Categories: Q108 versus Q208
Lingerie budget per woman/year in European countries - 2007
UK Intimate Apparel Market Size (Value): 2002-2007
UK Intimate Apparel Market: Sales by Channel (Value): 2007
French Intimate Apparel Market Size (Value): 2002-2007
French Intimate Apparel Market: Sales by Channel (Value): 2007
Russian Intimate Apparel Market Size (Value): 2004-2007
Russian lingerie market: Sales by Segment (Value) - 2007
Russian lingerie market: Sales by Channel (Value) - 2007
Chinese Intimate Apparel Market Size (Value): 2003-2007
Innerwear Market in India (Value): 2003-2007
Value of lingerie market in India: 2003-2007
Share of lingerie market by segment: 2007
Indian Lingerie Channels – Sales Break-up
Van de Velde - Percentage sales by brands (2007)
Calida - Sales growth by brand/channel - 1H 2008
Global Intimate Apparel Market Forecast: 2008- 2010

List Of Tables

LIST OF TABLES

US Apparel Categories: Market Size - 2007 versus 2006

Number of lingerie brands by country - Europe

Sales of top lingerie brands in Europe

Ownership and brands of major lingerie manufacturers

Market Share and Distribution Channel of major US Intimate Apparel Makers

Victoria's Secret - Fact sheet

I would like to order

Product name: Global Intimate Apparel Market: 2008 Edition

Product link: <https://marketpublishers.com/r/GA6EF07E589EN.html>

Price: US\$ 900.00 (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/GA6EF07E589EN.html>