

Teen Apparel Market Report: 2008 Edition



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Date:	August 1, 2008
Pages:	25
Price:	US\$ 850.00
ID:	TFB480A68CBEN

Teen apparel market is growing rapidly and has become a significant segment of the apparel industry. Retailers are adapting new techniques to sustain teenagers' interest by offering innovative designs and introducing new products. The teen segment is often deemed inconsistent due to changing fashion preferences and is always looking for the next fashion hit.

One of the growth drivers of teen apparel market is teens growing population which is growing faster than the overall US population growth. The report analyzes teen shopping behavior, buying preferences and favorite brands. It also focuses on their annual fashion spending and their budget apportion.

The report also gives an overview of Canadian teen apparel market and major factors driving teen apparel industry. It profiles major competitors in the market, their business strategies and financial overview.

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