

# **Southeast Europe: Nightwear Market and the Impact of COVID-19 in the Medium Term**

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## **Abstracts**

This report presents a strategic analysis of the nightwear market in Southeast Europe and a forecast for its development in the medium term, taking into account the impact of COVID-19 on it. It provides a comprehensive overview of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc.

The purpose of the report is to describe the state of the nightwear market in Southeast Europe, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the next five years, taking into account the impact of COVID-19 on it. In addition, the report presents an elaborate analysis of the main market participants, price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the nightwear market in Southeast Europe covers the following countries: Bosnia and Herzegovina, Bulgaria, Cyprus, Croatia, Greece, Montenegro, Romania, Serbia, and Slovenia.

The report on the nightwear market in Southeast Europe includes:

Analysis and forecast for the economy of Southeast Europe;

Analysis and forecast of the market size, value and dynamics;

Market structure (by origin, by country (includes breakdown of all indicators by all 33 analyzed countries), by types of products, etc.);

Volume, dynamics and analysis of domestic production (past, current and future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.) and the competitive landscape;

Value chain analysis;

Analysis and forecast of the trends and levels of supply and demand on the market;

Analysis of the factors, influencing the development of the market (market growth drivers, restraints, etc.);

Country opportunity analysis;

Analysis of the major trade flows;

Forecast for development of the market in the medium term, taking into account the impact of COVID-19 on it (including three possible scenarios for development).

This report will allow you to:

Quickly and cost-effectively get a strategic analysis and gain competitive intelligence about the market;

Track market data, including size, value, dynamics, structure, segmentation and forecasts: past, present and future;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and restraints on the market;

Explore and identify new market opportunities in the countries and regions within the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future, taking into account the impact of COVID-19 on it (in the next 5 years);

Get acquainted with the leading companies on the market;

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add weight to pitches and presentations by using official and accurate data and calculations.

If you are interested in the nightwear market in Southeast Europe, this research report will provide you with a strategic analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward!

## Contents

### **1. INTRODUCTION**

- 1.1. Report description
- 1.2. Research methodology

### **2. EXECUTIVE SUMMARY**

### **3. CHARACTERISTICS OF NIGHTWEAR**

### **4. CHARACTERISTICS AND ANALYSIS OF RAW MATERIALS BASE**

### **5. STATE OF THE ECONOMY OF SOUTHEAST EUROPE**

- 5.1. Characteristics of the economy of Southeast Europe in 2015-2019
- 5.2. Forecast for the development of the economy of Southeast Europe for 2020-2022

### **6. OVERVIEW AND ANALYSIS OF THE NIGHTWEAR MARKET IN SOUTHEAST EUROPE**

- 6.1. Volume, value and dynamics of the nightwear market in Southeast Europe in 2015-2019
- 6.2. Structure of the nightwear market in Southeast Europe in 2015-2019: production, imports, exports, consumption
- 6.3. Structure of the nightwear market in Southeast Europe by types of nightwear
- 6.4. Structure of the nightwear market in Southeast Europe by origin
- 6.5. Structure of the nightwear market in Southeast Europe by country
- 6.6. Key recent trends on the nightwear market in Southeast Europe
- 6.7. Competitive landscape of the market
- 6.8. Country opportunity analysis
- 6.9. Key drivers and restraints for the market development in the medium term
- 6.10. Forecast for development of the nightwear market in Southeast Europe for 2020-2025

### **7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF NIGHTWEAR IN SOUTHEAST EUROPE**

- 7.1. Volume, value and dynamics of the domestic production of nightwear in Southeast

Europe in 2015-2019

7.2. Structure of the domestic production of nightwear by types of nightwear

7.3. Structure of the SEE production of nightwear by countries

7.4. Characteristics of the main producers of nightwear in Southeast Europe

## **8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF NIGHTWEAR IN SOUTHEAST EUROPE**

8.1. Value chain analysis

8.2. Structure of price formation

8.3. Characteristics of the producer prices of nightwear in Southeast Europe in 2015-2019

8.4. Characteristics of other prices of nightwear

## **9. FOREIGN TRADE OPERATIONS OF NIGHTWEAR IN SOUTHEAST EUROPE**

9.1. Foreign trade operations of nightwear in Southeast Europe in 2015-2019

## **10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF NIGHTWEAR TO THE SEE MARKET**

10.1. Volume, value and dynamics of the imports of nightwear to Southeast Europe in 2015-2019

10.2. Major trade inflows of nightwear imports to Southeast Europe

10.3. Structure of the imports of nightwear by types of products

10.4. Prices of imported nightwear in Southeast Europe

## **11. OVERVIEW AND ANALYSIS OF THE SEE EXPORTS OF NIGHTWEAR**

11.1. Volume, value and dynamics of the SEE exports of nightwear in 2015-2019

11.2. Major trade outflows of nightwear exports from Southeast Europe

11.3. Structure of the SEE exports of nightwear by types of products

11.4. Prices of SEE exports of nightwear

## **12. CHARACTERISTICS OF THE CONSUMPTION OF NIGHTWEAR IN SOUTHEAST EUROPE**

12.1. Volume, value and dynamics of the consumption of nightwear in Southeast Europe in 2015-2019

12.2. Structure of the consumption of nightwear in Southeast Europe in 2015-2019 (by origin, by channel, by type of nightwear)

12.3. Structure of the consumption of nightwear in Southeast Europe by country

12.4. Volume, value and dynamics of the per capita consumption of nightwear in Southeast Europe in 2015-2019

12.5. Balance between supply and demand on the nightwear market in Southeast Europe in 2015-2019 and forecast for 2020-2025

### **13. FORECAST FOR DEVELOPMENT OF THE NIGHTWEAR MARKET IN SOUTHEAST EUROPE FOR 2020-2025**

13.1. Factors, influencing the development of the nightwear market in Southeast Europe in the medium term

13.2. Forecast for market development in the medium term under three possible scenarios

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## List Of Tables

### LIST OF TABLES

Key indicators on the nightwear market in Southeast Europe in 2015-2019

Key indicators of the economy of Southeast Europe in 2015-2019

Forecast for the economy of Southeast Europe for 2020-2022

Volume and dynamics of the nightwear market in Southeast Europe in 2015-2019

Value and dynamics of the nightwear market in Southeast Europe in 2015-2019

Structure of the nightwear market in Southeast Europe in 2015-2019, in volume terms

Structure of the nightwear market in Southeast Europe in 2015-2019, in value terms

Structure of the nightwear market in Southeast Europe by types of nightwear, in volume terms

Structure of the nightwear market in Southeast Europe by types of nightwear, in value terms

Structure of the nightwear market in Southeast Europe by origin in 2015-2019, in volume terms

Structure of the nightwear market in Southeast Europe by origin in 2015-2019, in value terms

Structure of the nightwear market in Southeast Europe by country in 2015-2019, in volume terms

Structure of the nightwear market in Southeast Europe by country in 2015-2019, in value terms

Country opportunity analysis

Volume and dynamics of the domestic production of nightwear in Southeast Europe in 2015-2019

Value and dynamics of the domestic production of nightwear in Southeast Europe in 2015-2019

Structure of the domestic production of nightwear by types of nightwear, in volume terms

Structure of the domestic production of nightwear by types of nightwear, in value terms

Structure of the domestic production of nightwear in Southeast Europe by producing countries in 2015-2019, in volume terms

Structure of the domestic production of nightwear in Southeast Europe by producing countries in 2015-2019, in value terms

Value chain analysis of the nightwear market in Southeast Europe

Cost breakdown of the price formation of nightwear in Southeast Europe, in %

Volume and dynamics of the average producer prices of nightwear in Southeast Europe in 2015-2019



Volume and dynamics of other prices of nightwear in Southeast Europe (wholesale, distributor, retail, etc.) in 2015-2019

Trade balance of nightwear foreign trade in Southeast Europe in 2015-2019, in volume terms

Trade balance of nightwear foreign trade in Southeast Europe in 2015-2019, in value terms

Volume and dynamics of the imports of nightwear to Southeast Europe in 2015-2019

Value and dynamics of the imports of nightwear to Southeast Europe in 2015-2019

Main countries, importing nightwear to Southeast Europe in 2015-2019, in volume terms

Main countries, importing nightwear to Southeast Europe in 2015-2019, in value terms

Structure of the imports of nightwear by types of nightwear in 2015-2019, in volume terms

Structure of the imports of nightwear by types of nightwear in 2015-2019, in value terms

Average prices of imported nightwear to Southeast Europe in 2015-2019

Volume and dynamics of the SEE exports of nightwear in 2015-2019

Value and dynamics of the SEE exports of nightwear in 2015-2019

Recipient countries of the SEE exports of nightwear in 2015-2019, in volume terms

Recipient countries of the SEE exports of nightwear in 2015-2019, in value terms

Structure of the SEE exports of nightwear by types of nightwear in 2015-2019, in volume terms

Structure of the SEE exports of nightwear by types of nightwear in 2015-2019, in value terms

Average prices of the SEE exports of nightwear in 2015-2019

Volume and dynamics of the consumption of nightwear in Southeast Europe in 2015-2019

Value and dynamics of the consumption of nightwear in Southeast Europe in 2015-2019

Structure of the consumption of nightwear in Southeast Europe in 2015-2019, in volume terms

Structure of the consumption of nightwear in Southeast Europe in 2015-2019, in value terms

Structure of the consumption of nightwear in Southeast Europe by types of nightwear, in volume terms

Structure of the consumption of nightwear in Southeast Europe by types of nightwear, in value terms

Structure of the consumption of nightwear in Southeast Europe by consuming countries in 2015-2019

Volume and dynamics of the per capita consumption of nightwear in Southeast Europe in 2015-2019

Value and dynamics of the per capita consumption of nightwear in Southeast Europe in

2015-2019

Balance between supply and demand on the nightwear market in Southeast Europe in 2015-2019 and forecast for 2020-2025, in volume terms

Balance between supply and demand on the nightwear market in Southeast Europe in 2015-2019 and forecast for 2020-2025, in value terms

Forecast for the total supply of nightwear in Southeast Europe for 2020-2025 (under the framework of the base scenario), in physical and value terms

Forecast for the total supply of nightwear in Southeast Europe for 2020-2025 (under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of nightwear in Southeast Europe for 2020-2025 (under the framework of the optimistic scenario), in physical and value terms

## List Of Figures

### LIST OF FIGURES

- Volume and dynamics of the nightwear market in Southeast Europe in 2015-2019
- Value and dynamics of the nightwear market in Southeast Europe in 2015-2019
- Structure of the nightwear market in Southeast Europe in 2015-2019, in volume terms
- Structure of the nightwear market in Southeast Europe in 2015-2019, in value terms
- Structure of the nightwear market in Southeast Europe by types of nightwear, in volume terms
- Structure of the nightwear market in Southeast Europe by types of nightwear, in value terms
- Structure of the nightwear market in Southeast Europe by origin in volume terms in 2015-2019
- Structure of the nightwear market in Southeast Europe by origin in value terms in 2015-2019
- Structure of the nightwear market in Southeast Europe by country in 2015-2019, in volume terms
- Structure of the nightwear market in Southeast Europe by country in 2015-2019, in value terms
- Volume and dynamics of the domestic production of nightwear in Southeast Europe in 2015-2019
- Value and dynamics of the domestic production of nightwear in Southeast Europe in 2015-2019
- Structure of the domestic production of nightwear by types of nightwear, in volume terms
- Structure of the domestic production of nightwear by types of nightwear, in value terms
- Structure of the domestic production of nightwear in Southeast Europe by producing countries in 2015-2019, in volume terms
- Structure of the domestic production of nightwear in Southeast Europe by producing countries in 2015-2019, in value terms
- Value chain analysis of the nightwear market in Southeast Europe
- Structure of the nightwear price formation in Southeast Europe, in %
- Deviation of the average producer prices of nightwear in Southeast Europe in 2015-2019
- Trade balance of nightwear foreign trade in Southeast Europe in 2015-2019, in volume terms
- Trade balance of nightwear foreign trade in Southeast Europe in 2015-2019, in value terms

Volume and dynamics of the imports of nightwear to Southeast Europe in 2015-2019

Value and dynamics of the imports of nightwear to Southeast Europe in 2015-2019

Main countries, importing nightwear to Southeast Europe in 2015-2019, in volume terms

Main countries, importing nightwear to Southeast Europe in 2015-2019, in value terms

Volume and dynamics of the imports of nightwear by types of nightwear in 2015-2019

Value and dynamics of the imports of nightwear by types of nightwear in 2015-2019

Average prices of imported nightwear to Southeast Europe in 2015-2019

Volume and dynamics of the SEE exports of nightwear in 2015-2019

Value and dynamics of the SEE exports of nightwear in 2015-2019

Recipient countries of the SEE exports of nightwear in 2015-2019, in volume terms

Recipient countries of the SEE exports of nightwear in 2015-2019, in value terms

Structure of the SEE exports of nightwear by types of nightwear in 2015-2019, in volume terms

Structure of the SEE exports of nightwear by types of nightwear in 2015-2019, in value terms

Average prices of the SEE exports of nightwear in 2015-2019

Volume and dynamics of the consumption of nightwear in Southeast Europe in 2015-2019

Value and dynamics of the consumption of nightwear in Southeast Europe in 2015-2019

Structure of the consumption of nightwear in Southeast Europe in 2015-2019, in volume terms

Structure of the consumption of nightwear in Southeast Europe in 2015-2019, in value terms

Structure of the consumption of nightwear in Southeast Europe by types of nightwear, in volume terms

Structure of the consumption of nightwear in Southeast Europe by types of nightwear, in value terms

Structure of the consumption of nightwear in Southeast Europe by consuming countries in 2015-2019

Volume and dynamics of the per capita consumption of nightwear in Southeast Europe in 2015-2019

Value and dynamics of the per capita consumption of nightwear in Southeast Europe in 2015-2019

Balance between supply and demand on the nightwear market in Southeast Europe in 2015-2019 and forecast for 2020-2025, in volume terms

Balance between supply and demand on the nightwear market in Southeast Europe in 2015-2019 and forecast for 2020-2025, in value terms

Forecast for the total supply of nightwear in Southeast Europe for 2020-2025 (under the framework of the base scenario), in physical and value terms

Forecast for the total supply of nightwear in Southeast Europe for 2020-2025 (under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of nightwear in Southeast Europe for 2020-2025 (under the framework of the optimistic scenario), in physical and value terms

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