

# The United States: Men Nightwear Market and the Impact of COVID-19 in the Medium Term

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## Abstracts

This report presents a comprehensive overview of the men nightwear market in the USA and a forecast for its development in the next five years, taking into account the impact of COVID-19 on it. It provides a detailed analysis 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 men nightwear market in the USA, 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 medium term, taking into account the impact of COVID-19 on it. In addition, the report presents an elaborate analysis of the main market participants, the 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 men nightwear market in the USA includes:

Analysis and forecast for the economy of North America;

Analysis and forecast for development of the market volume (market size), value and dynamics;

Market breakdown (by origin, 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 and structure of price formation;

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

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

Forecast for the market development 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 gain competitive intelligence about the market;

Track market data, including size, value, segmentation, forecasts, dynamics and structure – 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;

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 (manufacturers, distributors, wholesalers, retailers, importers, exporters, Government structures, etc.);

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 men nightwear market in the USA, this research report will provide you with invaluable 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

(The contents are just preliminary - contact us for a demo version, including the full Table of contents)

### **1. INTRODUCTION**

- 1.1. Report description
- 1.2. Research methodology

### **2. EXECUTIVE SUMMARY**

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

### **4. CHARACTERISTICS OF RAW MATERIALS**

### **5. STATE OF THE ECONOMY OF NORTH AMERICA**

- 5.1. Characteristics of the economy of North America in the last 5 years
- 5.2. Forecast for the development of the economy of North America for the next 3 years

### **6. OVERVIEW AND ANALYSIS OF THE MEN NIGHTWEAR MARKET IN THE USA**

- 6.1. Volume, value and dynamics of the men nightwear market in the USA in the last 5 years
- 6.2. Structure of the men nightwear market in the USA in the last 5 years: production, imports, exports, consumption
- 6.3. Structure of the men nightwear market in the USA by types of men nightwear
- 6.4. Structure of the men nightwear market in the USA by origin
- 6.5. Key recent trends on the men nightwear market in the USA
- 6.6. Competitive landscape of the market
- 6.7. Key drivers and restraints for the market development in the medium term

### **7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF MEN NIGHTWEAR IN THE USA**

- 7.1. Volume, value and dynamics of the domestic production of men nightwear in the USA in the last 5 years
- 7.2. Structure of the domestic production of men nightwear by types of men nightwear

- 7.3. Share of the USA in the North American production of men nightwear
- 7.4. Characteristics of the main producers of men nightwear in the USA

## **8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF MEN NIGHTWEAR IN THE USA**

- 8.1. Value chain analysis
- 8.2. Structure of price formation
- 8.3. Characteristics of the producer prices of men nightwear in the USA in the last 5 years
- 8.4. Characteristics of other prices of men nightwear

## **9. FOREIGN TRADE OPERATIONS OF MEN NIGHTWEAR IN THE USA**

- 9.1. Foreign trade operations of men nightwear in the USA in the last 5 years

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

- 10.1. Volume, value and dynamics of the imports of men nightwear to the USA in the last 5 years
- 10.2. Main countries, importing men nightwear to the USA
- 10.3. Structure of the imports of men nightwear by types of products
- 10.4. Average prices of the men nightwear, imported to the USA
- 10.5. Domestic companies, main importers of men nightwear to the US market

## **11. OVERVIEW AND ANALYSIS OF THE US EXPORTS OF MEN NIGHTWEAR**

- 11.1. Volume, value and dynamics of the US exports of men nightwear in the last 5 years
- 11.2. Recipient countries of the US exports of men nightwear
- 11.3. Structure of the US exports of men nightwear by types of products
- 11.4. Average prices of the US exports of men nightwear
- 11.5. Domestic companies, main exporters of men nightwear from the territory of the USA

## **12. CHARACTERISTICS OF THE CONSUMPTION OF MEN NIGHTWEAR IN THE USA**

- 12.1. Volume, value and dynamics of the consumption of men nightwear in the USA in the last 5 years
- 12.2. Structure of the consumption of men nightwear in the USA in the last 5 years (by origin, by channel, etc.)
- 12.3. Volume, value and dynamics of the per capita consumption of men nightwear in the USA in the last 5 years
- 12.4. Balance between supply and demand on the men nightwear market in the USA in the last 5 years and forecast for the next 5 years

### **13. FORECAST FOR DEVELOPMENT OF THE MEN NIGHTWEAR MARKET IN THE USA FOR THE NEXT 5 YEARS**

- 13.1. Factors, influencing the development of the men nightwear market in the USA 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 men nightwear market in the USA in the last 5 years

Key indicators of the economy of North America in the last 5 years

Forecast for the economy of North America for the next 3 years

Volume and dynamics of the men nightwear market in the USA in the last 5 years

Value and dynamics of the men nightwear market in the USA in the last 5 years

Structure of the men nightwear market in the USA in the last 5 years, in volume terms

Structure of the men nightwear market in the USA in the last 5 years, in value terms

Structure of the men nightwear market in the USA by types of men nightwear, in volume terms

Structure of the men nightwear market in the USA by types of men nightwear, in value terms

Structure of the men nightwear market in the USA by origin in the last 5 years, in volume terms

Structure of the men nightwear market in the USA by origin in the last 5 years, in value terms

Volume and dynamics of the domestic production of men nightwear in the USA in the last 5 years

Value and dynamics of the domestic production of men nightwear in the USA in the last 5 years

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

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

Value chain analysis of the men nightwear market in the USA

Cost breakdown of the price formation of men nightwear in the USA, in %

Volume and dynamics of the average producer prices of men nightwear in the USA in the last 5 years

Volume and dynamics of other prices of men nightwear in the USA (wholesale, distributor, retail, etc.) in the last 5 years

Trade balance of men nightwear foreign trade in the USA in the last 5 years, in volume terms

Trade balance of men nightwear foreign trade in the USA in the last 5 years, in value terms

Trade balance of men nightwear foreign trade by product types in the USA in the last 5 years, in volume terms

Trade balance of men nightwear foreign trade by product types in the USA in the last 5 years, in value terms

Volume and dynamics of the imports of men nightwear to the USA in the last 5 years

Value and dynamics of the imports of men nightwear to the USA in the last 5 years

Main countries, importing men nightwear to the USA in the last 5 years, in volume terms

Main countries, importing men nightwear to the USA in the last 5 years, in value terms

Structure of the imports of men nightwear by types of men nightwear in the last 5 years, in volume terms

Structure of the imports of men nightwear by types of men nightwear in the last 5 years, in value terms

Average prices of the men nightwear, imported to the USA in the last 5 years

Volume and dynamics of the US exports of men nightwear in the last 5 years

Value and dynamics of the US exports of men nightwear in the last 5 years

Recipient countries of the US exports of men nightwear in the last 5 years, in volume terms

Recipient countries of the US exports of men nightwear in the last 5 years, in value terms

Structure of the US exports of men nightwear by types of men nightwear in the last 5 years, in volume terms

Structure of the US exports of men nightwear by types of men nightwear in the last 5 years, in value terms

Average prices of the US exports of men nightwear in the last 5 years

Volume and dynamics of the consumption of men nightwear in the USA in the last 5 years

Value and dynamics of the consumption of men nightwear in the USA in the last 5 years

Structure of the consumption of men nightwear in the USA in the last 5 years, in volume terms

Structure of the consumption of men nightwear in the USA in the last 5 years, in value terms

Structure of the consumption of men nightwear in the USA by types of men nightwear, in volume terms

Structure of the consumption of men nightwear in the USA by types of men nightwear, in value terms

Volume and dynamics of the per capita consumption of men nightwear in the USA in the last 5 years

Value and dynamics of the per capita consumption of men nightwear in the USA in the last 5 years

Balance between supply and demand on the men nightwear market in the USA in the last 5 years and forecast for the next 5 years, in volume terms



Balance between supply and demand on the men nightwear market in the USA in the last 5 years and forecast for the next 5 years, in value terms

Forecast for the total supply of men nightwear in the USA for the next 5 years (under the framework of the base scenario), in volume and value terms

Forecast for the total supply of men nightwear in the USA for the next 5 years (under the framework of the pessimistic scenario), in volume and value terms

Forecast for the total supply of men nightwear in the USA for the next 5 years (under the framework of the optimistic scenario), in volume and value terms

## List of figures

(This list is preliminary - contact us for a demo version, including the full Table of contents)

Volume and dynamics of the men nightwear market in the USA in the last 5 years

Value and dynamics of the men nightwear market in the USA in the last 5 years

Structure of the men nightwear market in the USA in the last 5 years, in volume terms

Structure of the men nightwear market in the USA in the last 5 years, in value terms

Structure of the men nightwear market in the USA by types of men nightwear, in volume terms

Structure of the men nightwear market in the USA by types of men nightwear, in value terms

Structure of the men nightwear market in the USA by origin in volume terms in the last 5 years

Structure of the men nightwear market in the USA by origin in value terms in the last 5 years

Volume and dynamics of the domestic production of men nightwear in the USA in the last 5 years

Value and dynamics of the domestic production of men nightwear in the USA in the last 5 years

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

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

Value chain analysis of the men nightwear market in the USA

Structure of the men nightwear price formation in the USA, in %

Deviation of the average producer prices of men nightwear in the USA in the last 5 years

Trade balance of men nightwear foreign trade in the USA in the last 5 years, in volume

terms

Trade balance of men nightwear foreign trade in the USA in the last 5 years, in value terms

Trade balance of men nightwear foreign trade by product types in the USA in the last 5 years, in volume terms

Trade balance of men nightwear foreign trade by product types in the USA in the last 5 years, in value terms

Volume and dynamics of the imports of men nightwear to the USA in the last 5 years

Value and dynamics of the imports of men nightwear to the USA in the last 5 years

Main countries, importing men nightwear to the USA in the last 5 years, in volume terms

Main countries, importing men nightwear to the USA in the last 5 years, in value terms

Volume and dynamics of the imports of men nightwear by types of men nightwear in the last 5 years

Value and dynamics of the imports of men nightwear by types of men nightwear in the last 5 years

Volume and dynamics of the average prices of the men nightwear, imported to the USA in the last 5 years

Volume and dynamics of the US exports of men nightwear in the last 5 years

Value and dynamics of the US exports of men nightwear in the last 5 years

Recipient countries of the US exports of men nightwear in the last 5 years, in volume terms

Recipient countries of the US exports of men nightwear in the last 5 years, in value terms

Structure of the US exports of men nightwear by types of men nightwear in the last 5 years, in volume terms

Structure of the US exports of men nightwear by types of men nightwear in the last 5 years, in value terms

Volume and dynamics of the average prices of the US exports of men nightwear in the last 5 years

Volume and dynamics of the consumption of men nightwear in the USA in the last 5 years

Value and dynamics of the consumption of men nightwear in the USA in the last 5 years

Structure of the consumption of men nightwear in the USA in the last 5 years, in volume terms

Structure of the consumption of men nightwear in the USA in the last 5 years, in value terms

Structure of the consumption of men nightwear in the USA by types of men nightwear, in volume terms

Structure of the consumption of men nightwear in the USA by types of men nightwear,

in value terms

Volume and dynamics of the per capita consumption of men nightwear in the USA in the last 5 years

Value and dynamics of the per capita consumption of men nightwear in the USA in the last 5 years

Balance between supply and demand on the men nightwear market in the USA in the last 5 years and forecast for the next 5 years, in volume terms

Balance between supply and demand on the men nightwear market in the USA in the last 5 years and forecast for the next 5 years, in value terms

Forecast for the total supply of men nightwear in the USA for the next 5 years (under the framework of the base scenario), in volume and value terms

Forecast for the total supply of men nightwear in the USA for the next 5 years (under the framework of the pessimistic scenario), in volume and value terms

Forecast for the total supply of men nightwear in the USA for the next 5 years (under the framework of the optimistic scenario), in volume and value terms

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