Global Market Review of Swimwear - Forecasts to 2019

Description: A great deal has happened in the fashion industry since 2009, which was the date of the last (third) edition of just-style's global swimwear market report.

The major growth in the world swimwear market between 2009 and 2014 has come from Asia.

By 2019, retail value growth will outpace unit growth, as growing affluence in the developing world encourages consumers to shift from anonymous merchandise to brands or own label retailers' swimwear. The Asian swimwear market will be the strongest growth area in both US$ and unit terms.

This latest edition of the global market review of swimwear charts the retail market in volume, value and average unit price for each major world region. Consistent historic, actual and forecast data tables allow you to compare timelines and to track trends in the data. Succinct commentary for all data provides context to our analysts' numbers.

The retail landscape for swimwear is explained, from brands', own label and anonymous merchandise perspectives.

Future market drivers are explored, including aging populations, fabrics and fibres, plus brands and own label in the BRIC markets.

Get a complete birds-eye, top-down view of the historic, present and future global retail market for swimwear with this easy-to-reference market report.

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