Global Market Review of Workwear - Forecasts to 2019

Description:
Employers decide what their workers will wear. This decision process has been at the heart of the corporatewear industry (to give workwear its more business-like name) for nearly 50 years. For 25% of the adult employed population of the developed countries of the world, what we wear to work is what our employers have given us.

Merchandise is typically sold at wholesale prices to companies or rented by them from garment rental companies that launder the garments on a “revolving” basis (one on the wearer, one in the locker, one at the rental laundry).

This latest edition of this global workwear report updates its market valuation data post-recession and provides a complete worldwide picture of the state of the sector. The report includes:

- Forecasts for the market size by major region out to 2019
- A breakdown of workwear categories and routes of industry supply
- A clear and no-nonsense explanation of this complex category

The report focuses on the state of garment rental, manufacturing and fabrics.

Categories covered in the data include:
- General workwear
- Health workwear
- Corporate career clothing
- Promotional casual clothing
- Uniforms

It reviews the current major players involved in direct sales, rental and fabric weaving.

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.

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

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- Executive summary
- Characteristics of the workwear market
- Calculation methodology for the workwear market
- Value and volume (units issued) of the workwear market, 2014
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- The workwear supply chain is different to normal clothing
- Mergers and takeovers
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- The state of the fabric industry
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