Clothing and Footwear Retailing in Spain - Market Summary and Forecasts

Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2019

Description:

Summary
Clothing and footwear are among the major product sectors in Spain accounting for 10.1% of the total retail sales in 2014. Increasing participation in the workforce by women, and their strong inclination towards fashionable clothing, is helping to drive this trend. A strong affinity to shop for apparel among Spain consumers will drive per capita spending to grow at a CAGR of 2.4% over the next five years.

Key Findings
- A wider choice of products, convenience, and the increasing penetration of smartphones is driving the sales of clothing and footwear through the online channel.
- Clothing, footwear, accessories, and luxury goods specialists command the major share, accounting for 63.1% of total sales in the clothing sector followed by department stores.
- Improving living standards and a demand for high quality textiles is providing new growth dimensions to retailers
Footwear sales are expected to grow at a modest CAGR of 0.98% during 2014-2019

Synopsis
"Clothing and Footwear Retailing in Spain - Market Summary and Forecasts" is a detailed sector report providing a comprehensive analysis of the emerging trends, forecasts and opportunities to 2019.

What else does this report offer?
- A thorough analysis of consumer trends changing economic and population factors
- Both qualitative and quantitative insights and analysis of the shifting clothing and footwear retail dynamics for men's clothing, women's clothing, children's clothing, men's footwear, women's footwear, and children's footwear from 2009 to 2019
- Sales of clothing and footwear products through the following channels from 2009 to 2019: Clothing, footwear, accessories and luxury goods specialists; department stores; other specialist retailers; online; hypermarkets, supermarkets and hard-discounters; value, variety stores and general merchandise retailers; other general and non-specialist direct retailers; cash and carries and warehouse clubs and duty free retailers
- An overview of key clothing and footwear retailers operating across Spain and their presence across distribution channels

Reasons To Buy
- Gain a comprehensive knowledge on clothing and footwear sector in the Spain retail market and develop a competitive advantage from the start of your supply chain
- Investigate current and forecast behaviour trends in clothing and footwear category to identify the best opportunities to exploit
- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing the consumer behavior
- Understand the fastest growing categories including menswear, womenswear, childrenswear, men's footwear, women's footwear and children's footwear in the market, with insights on performance across key channels from 2009, with forecasts until 2019
- Explore novel opportunities that will allow you to align your product offerings and strategies to meet demand by analyzing the vital economic and population trends, key consumer and technology trends influencing the clothing and footwear market.

- Analysis of key international and domestic players operating in the clothing and footwear market - including store counts and revenues that give you a competitive edge - identify opportunities to improve your market share.

Contents:

1 Introduction
1.1 What is this Report About?
2 Executive Summary and Outlook
3 Market Context
3.1 An economy on growth path, with declining population poses new challenges to retailers
3.1.1 Consumers continue to remain value conscious despite a growth in economy
3.1.2 Savings decline will not translate into spend on retail
3.1.3 Services sector continues to be the dominant sector for employment
3.1.4 Negative inflation levels are threat to Spanish economy
3.1.5 High levels of unemployment impacts the household consumption
3.1.6 Increasing urbanization is an ideal scenario for retailers
3.2 Spain's population growth is shrinking due to volatile economy
4 Spain Shoppers
4.1 Consumers look for discounts and low prices as unemployment rises and disposable income falls
4.2 Online shopping entices value conscious Spaniards
4.3 Increasing number of foreign tourist to aid retail growth
4.4 Shopping through mobile devices gain popularity in Spain
5 Doing Business in Spain
5.1 Summary
5.1.1 Bureaucracy
5.1.2 Business culture
5.1.3 Infrastructure and logistics
5.2 Business reforms in Spain
5.3 Taxation in Spain
6 Retail - Product Sectors
6.1 Product Sector Analysis
6.1.1 Clothing
6.1.2 Footwear
6.2 Clothing and Footwear Category Overview
6.2.1 Clothing
6.2.2 Footwear
6.3 Major Retailers
6.3.1 Clothing
6.3.2 Footwear
7 Appendix
7.1 Definitions
7.1.1 This report provides 2014 actual sales; while forecasts are provided for 2015 - 2019
7.2 Summary Methodology
7.2.1 Overview
7.2.2 The triangulated market sizing method
7.2.3 Industry surveys in the creation of retail market data
7.2.4 Quality control and standardized processes
7.3 About
7.4 Disclaimer

List of Tables

Table 1: Spain Clothing Retail Sales (EUR billion), by Product Sub-Category, 2009-2014
Table 2: Spain Clothing Retail Sales (EUR billion), by Product Sub-Category, 2014-2019
Table 3: Spain Footwear Retail Sales (EUR billion), by Product Sub-Category, 2009-2014
Table 4: Spain Footwear Retail Sales (EUR billion), by Product Sub-Category, 2014-2019
Table 5: Spain Clothing Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 6: Spain Clothing Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 7: Spain Clothing Retail Sales (US$ mn), by Channel Group, 2009-2014
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