

Childrenswear in Egypt

Market Direction | 2022-12-28 | 18 pages | Euromonitor

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Report description:

Childrenswear registered double-digit value growth in 2022, but volume growth was much more muted. High inflation, caused by in particular increased fuel prices due to the war in Ukraine, has led to steep price rises. This is especially true for imported brands, which have also been impacted by currency devaluation and also certain restrictions on imports. However, local brands were also negatively affected as local cotton prices jumped to record levels, amid increased demand, and a decrease in...

Euromonitor International's Childrenswear in Egypt report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Childrenswear market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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CHILDRENSWEAR IN EGYPT

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Double-digit current value growth, but more moderate volume growth

Childrenswear more concentrated than other apparel

Price-sensitive parents eschew fashion trends and opt for cheaper products

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Moderate constant value growth over forecast period

Promotional events and bulk buying are key to consumers' purchasing patterns

E-commerce continues to gain value share

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