

**Womenswear in the Philippines**

Market Direction | 2024-11-22 | 26 pages | Euromonitor

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**Report description:**

In the Philippines, the womenswear market is increasingly defined by versatile, casual options that effortlessly transition across various settings. This preference has been shaped by factors such as the rise of American pop culture, widespread sports broadcasting, and strategic investments by major sportswear brands. Sportswear has gradually become normalised for everyday use, including for women, across both the Philippines and the wider global market.

Euromonitor International's Womenswear in Philippines report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023 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 2028 illustrate how the market is set to change.

Product coverage: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

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

**Why buy this report?**

- \* Get a detailed picture of the Womenswear 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.

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