

Womenswear in the Czech Republic

Market Direction | 2024-11-25 | 28 pages | Euromonitor

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Report description:

In the Czech Republic, menstrual panties made from multiple layers of specialised materials were almost unheard of four years ago. However, by 2024, these products have gained significant traction in womenswear, with an estimated 5-7% of female consumers purchasing period underwear, alongside menstrual cups, which were introduced to the market several years earlier. Data from the drugstore chain dm-Drogerie Markt and the leading Czech menstrual panties manufacturer Snuggs support these findings.

Euromonitor International's Womenswear in Czech Republic 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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Women's wear rebounds with positive growth in value and volume

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