



Clothing and footwear retail market in Central Europe 2010

Czech Republic, Hungary, Poland, Romania and Slovakia

Market analysis and development forecasts 2010-2011

Publication date: February 2010

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Word from the author:



Apart from decline in consumer spending clothing and footwear retailers were hit by significant cost increase due to the weakening of local currencies. This resulted in increases in shopping centres rent costs, which are calculated in Euros, as well as in more expensive imports of goods from Asia. On the other hand economic crisis resulted in fall of rents as shopping centre operators were obliged to cut rents substantially to be able to fill space after some retailers were forced to close their stores. As a result clothing and footwear brands are now able to settle in good locations at more affordable prices.

Patrycja Nalepa, Retail Analyst

About this report:

Clothing and footwear retail market in Central Europe 2010, Market analysis and development forecasts 2010-2011 gives readers a complete assessment of all current conditions across main market segments. This report ranks the largest retailers of clothing and footwear by sales revenue and delivers insightful analysis of trends, consumer patterns, market value, market shares for channels of distribution and price segments for each Central European country – Czech Republic, Hungary, Poland, Romania and Slovakia.





If you are looking for:

- major **trends and events** on the retail market
- **ranking** of the largest clothing and footwear retailers in the CEE by revenue and profiles of major market players
- **market value** and **forecasts** for 2010-2011
- shares for **channels of distribution and price segments**
- **consumer profiles** and development opportunities that may affect the marketplace – and your bottom line
- insight on **shopping centres development**
- **leading chains and overview of individual segments:** casual wear, children's wear, formal attire, sportswear and the underwear

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