

TABLE OF CONTENTS

EXECUTIVE SUMMARY	5	4.7 Comparative assessment of major companies' financial indicators (2018).....	67
INTRODUCTION	7	5. VALUATION OF COMPANIES OF THE INDUSTRY	71
1. GENERAL INFORMATION	8	5.1 Valuation methodology.....	72
1.1 Industry definition.....	9	5.2 Valuation of companies of the industry (2014-2018).....	73
1.2 Industry general facts & figures.....	10	6. MARKET	74
1.3 Industry characteristics.....	11	6.1 Domestic market size of clothing retail chain stores (2008-2019).....	75
2. INSTITUTIONAL FRAMEWORK	12	6.2 Stores network of major clothing retail chain.....	76
3. DEMAND	16	6.3 Domestic market structure (2019).....	81
3.1 Determinants of demand.....	17	6.4 Domestic market consumption.....	82
3.2 Analysis of selected determinants of demand	19	6.5 Domestic market production.....	84
4. SUPPLY	40	6.6 External trade (2012-2019).....	86
4.1 Turnover growth of major companies of the industry (2014-2018)	42	6.7 Imports structure of clothing-footwear (2018,2019).....	87
4.2 Ranking of major companies on turnover 2018.....	49	6.8 Export structure of clothing-footwear (2018,2019).....	88
4.3 Financial analysis of the industry (2010-2018)	53	6.9 Comparison of distribution networks for clothing and footwear.....	89
4.4 Groups of companies financial indicators comparison (2018).....	60	6.10 E-commerce sales structure	91
4.5 Consolidated balance sheet Assets-Liabilities structure (2016-2018).....	62		
4.6 Companies financial result growth.....	63		

TABLE OF CONTENTS

6.11 Total active franchise systems per activity category (2018).....	92	7.10 Main trading partners EU-28.....	116
6.12 Total active franchise stores(2018).....	93	7.11 External clothing trade EU-28.....	117
6.13 Degree of concentration of active systems and franchise stores per activity category (2018).....	94	8. CONCLUSIONS – PROSPECTS	118
6.14 Branch structure(2017,2018).....	95	8.1 SWOT Analysis.....	119
6.15 Porter’s five forces.....	96	8.2 Main Findings – Prospects.....	120
7. INTERNATIONAL MARKET	103	APPENDIX	
7.1 Turnover index in retail clothing EU-28.....	104	Financial indicators of companies of the industry (2010-2018).....	123
7.2 Turnover index in retail clothing in selected countries EU-28.....	105	A. Capital structure and financial leverage indicators	124
7.3 Household expenditure for clothing in the EE-28.....	106	B. Liquidity indicators.....	160
7.4 Per capita expenditure for clothing EU-28.....	107	C. Activity indicators.....	178
7.5 Retail clothing sales United States.....	111	D. Performance indicators.....	214
7.6 Retail sales of women's clothing stores United States.....	112	Financial formulas.....	244
7.7 Retail sales of men's clothing stores United States.....	113	SOURCES & BIBLIOGRAPHY	245
7.8 Revenue and investment in the clothing industry EU-28.....	114		
7.9 Number of enterprises and employees in clothing industry of EU-28.....	115		