

TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	5	4.7 Comparative assessment of major companies' financial indicators (2021).....	74
INTRODUCTION.....	7		
1. GENERAL INFORMATION.....	8	5. VALUATION OF COMPANIES OF THE INDUSTRY.....	78
1.1 Industry definition.....	9	5.1 Valuation methodology.....	79
1.2 Industry general facts & figures.....	10	5.2 Valuation of companies of the industry (2017-2021).....	80
1.3 Industry characteristics.....	11		
2. INSTITUTIONAL FRAMEWORK.....	12	6. MARKET.....	81
3. DEMAND.....	22	6.1 Domestic market size of clothing retail chain stores (2012-2022).....	82
3.1 Determinants of demand.....	23	6.2 Stores network of major clothing retail chains.....	83
3.2 Analysis of selected determinants of demand	26	6.3 Domestic market structure (2022).....	88
4. SUPPLY.....	49	6.4 Domestic clothing consumption.....	89
4.1 Turnover growth of major companies of the industry (2017-2021)	51	6.5 Domestic clothing production.....	91
4.2 Ranking of major companies based on turnover 2021.....	57	6.6 External trade (2013-2022).....	92
4.3 Financial analysis of the industry (2012-2021)	60	6.7 Imports structure of clothing-footwear (2021,2022).....	93
4.4 Comparison of financial indicators for group of companies (2021).....	67	6.8 Exports structure of clothing-footwear (2021,2022).....	94
4.5 Assets-Liabilities structure of consolidated balance sheet (2019-2021).....	69	6.9 Total active franchise systems, per categorized activity (2021).....	95
4.6 Growth of companies' financial results.....	70		

TABLE OF CONTENTS

6.10 Total active franchise stores (2021).....	96	APPENDIX	
6.11 Concentration degree of active franchise systems and franchise stores, per categorized activity (2021).....	97	Financial indicators of companies of the industry (2011-2020).....	124
6.12 Structure of branches (2020,2021).....	98	A. Capital structure and financial leverage indicators	125
6.13 Porter's five forces.....	99	B. Liquidity indicators.....	161
7. INTERNATIONAL MARKET.....	106	C. Activity indicators.....	179
7.1 Turnover index of retail clothing in EU-27.....	107	D. Performance indicators.....	215
7.2 Turnover index in retail clothing in selected countries in EU-27.....	108	Financial formulas.....	245
7.3 Household expenditure for clothing in EE-27..	109	SOURCES & BIBLIOGRAPHY.....	246
7.4 Per capita expenditure for clothing in EU-27...	110		
7.5 Revenues of the clothing industry in EU-27....	113		
7.6 Number of enterprises and employees in clothing industry of in EU-27.....	114		
7.7 Main trading partners in EU-27.....	115		
7.8 Data and development of the textile and clothing e-commerce.....	116		
7.9 Retail clothing sales in USA.....	117		
7.10 Retail sales of women's clothing stores in USA.....	118		
7.11 Retail sales of men's clothing stores in USA..	119		
8. CONCLUSIONS – PROSPECTS.....	120		
8.1 SWOT Analysis.....	121		
8.2 Main Findings – Prospects.....	122		