

**Overview and Marketing Guide on Switzerland  
and the Major Markets in the European Union**

# OUTERWEAR

## **Publisher**

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## **Revision**

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Traductora Pública Juramentada  
Jr. Bolivar 161, of. 3A, Miraflores  
Lima – Peru

## **Layout**

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Zollinger AG  
Zürichstrasse 16, CH-8134 Adliswil,  
Switzerland

## **Edition**

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1st Edition, Zurich, December 2002

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## 1.1 BACKGROUND AND METHODOLOGY OF THE MARKET SURVEY

This survey is designed for clothing manufacturers from foreign countries wishing to access the European market. The main objective of this compendium about Switzerland and the five major EU clothing markets is to provide first hand marketing information about the respective target markets for the exporter from abroad. Secondly, a comprehensive list of addresses helps to gain more detailed information about the target market and to establish first contacts.

The handbook includes facts and key data about consumption, imports, trade structure, role of trade fairs and price developments in the target markets. The study is completed by a detailed list of useful addresses at European level about trade promotion organisations, trade press, clothing fairs, industry federations, centres for ecological issues etc. as well as a detailed list of potential distribution partners for each of the six countries analysed. Furthermore, statistical market information on consumption, imports, information about trade structure as well as prices and margins are provided.

The countries selected for the survey are Switzerland, Germany, France, Italy, Great Britain and Spain. The information collected for this study is the latest available and should be used by the exporter as a basis for further individual market research to fully design the individual market entry strategy and to establish first contacts.

The main sources of information for this study were evaluation of press material, research on internet, market reports, Eurostat, information from other trade promotion organisations, Chambers of Commerce, importers and/or textile associations etc. The sources are mentioned in the respective chapters. All contact addresses listed in the Appendices have been checked and updated, additional information about the clothing retailers and other potential partners with products, number of outlets etc. is given for a more specific use of the contacts.

Additionally, app. 20 personal interviews with importers, experts etc. per country analysed have been considered for this survey. These comments have been considered mainly in the chapter consumption trends, role of trade fairs and outlook on future garment imports.

## 1.2 PRODUCT GROUPS ANALYSED

This market survey covers knitted and woven outerwear and sportswear for men, women and children. It should be noted that in the official statistics no difference is made between adults and children, or in end use, such as conventional, casual or leisure clothing. In the analysis of the clothing imports, the differentiation between sexes has been made as far as possible.

Underwear, nightwear, hosiery, swimwear, work wear as well as clothing accessories and home textiles have not been covered.

Within the EU statistical system products are specified by the Harmonized Commodity Description and Coding System (HS). These numbers clearly identify a specific product. The product categories covered by this study are:

- HS 61.01 until 61.14 (knitted or crocheted)
- HS 62.01 until 62.11 (woven)

A more detailed description of the product groups analysed can be taken from the import statistics in all countries analysed.

Switzerland has a national coding system for the registration of imports and exports, which nevertheless is based on the HS code system of the European Union. Thus, the HS codes referred to in this study are also applicable for the Swiss market.

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