

## The 2009 World Forecasts of Brassieres, Girdles, Corsets, Braces, Suspenders, Garters, and Similar Articles Export Supplies

**Description:** This report was created for strategic planners, international marketing executives and export managers whose primary concern is the world market for brassieres, girdles, corsets, braces, suspenders, garters, and similar articles. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. I have developed a methodology, based on macroeconomic and trade models, to estimate the market for brassieres, girdles, corsets, braces, suspenders, garters, and similar articles for those firms serving the world via exports and foreign direct investment. It does so for the current year based on a variety of key historical indicators and econometric models.

In what follows, this report begins by summarizing the world market for brassieres, girdles, corsets, braces, suspenders, garters, and similar articles exports. The total level of exports on a worldwide basis is based on a model that aggregates across over 150 key country markets and projects these to the current year. From there, each country represents a percent of the world market. This market is served from a number of competitive countries of origin. Based on supply-side dynamics, market shares by country of origin are then calculated across each country market. These shares lead to a volume of export values for each country and are aggregated to regional and world totals. In doing so, we are able to obtain maximum likelihood estimates of both the value of each supplier and the destinations (countries served by the supplier country). From these figures, world rankings are calculated. In this way, all the figures provided in this report are forecasts that can be combined with internal information for strategic planning purposes. Of the 150 countries considered, if a country is not reported here it is therefore estimated to have only a negligible level of trade in brassieres, girdles, corsets, braces, suspenders, garters, and similar articles (i.e. their market shares are close or equal to zero percent). "Brassieres, Girdles, Corsets, Braces, Suspenders, Garters, and Similar Articles" as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defined "brassieres, girdles, corsets, braces, suspenders, garters, and similar articles" is 8455 .

**Contents:**

- 1 METHODOLOGY & EXECUTIVE SUMMARY 8
  - 1.1 Our Approach 8
  - 1.2 The World Market: Brassieres, Girdles, Corsets, Braces, Suspenders, Garters, and Similar Articles Export Supplies in 2009 11
  - 1.3 The World Market: Brassieres, Girdles, Corsets, Braces, Suspenders, Garters, and Similar Articles by Destination in 2009 14
- 2 AFRICA: EXPORT SUPPLIES OF BRASSIERES, GIRDLES, CORSETS, BRACES, SUSPENDERS, GARTERS, AND SIMILAR ARTICLES 16
  - 2.1 Executive Summary 16
  - 2.2 Egypt 18
  - 2.3 Ethiopia 18
  - 2.4 Lesotho 19
  - 2.5 Madagascar 19
  - 2.6 Mauritius 19
  - 2.7 Morocco 20
  - 2.8 South Africa 21
  - 2.9 Tunisia 22
  - 2.10 Zimbabwe 23
- 3 ASIA: EXPORT SUPPLIES OF BRASSIERES, GIRDLES, CORSETS, BRACES, SUSPENDERS, GARTERS, AND SIMILAR ARTICLES 24
  - 3.1 Executive Summary 24
  - 3.2 Bangladesh 28
  - 3.3 Burma 29
  - 3.4 Cambodia 29
  - 3.5 China 30
  - 3.6 Hong Kong 31

|      |   |    |
|------|---|----|
| 3.7  | India   | 32 |
| 3.8  | Indonesia   | 33 |
| 3.9  | Japan   | 34 |
| 3.10 | Macau   | 35 |
| 3.11 | Malaysia  | 36 |
| 3.12 | Maldives  | 37 |
| 3.13 | Mongolia  | 37 |
| 3.14 | Philippines   | 38 |
| 3.15 | Singapore   | 39 |
| 3.16 | South Korea   | 40 |
| 3.17 | Sri Lanka   | 41 |
| 3.18 | Taiwan  | 42 |
| 3.19 | Thailand  | 43 |
| 3.20 | Vietnam   | 44 |
| 4    | EUROPE: EXPORT SUPPLIES OF BRASSIERES, GIRDLES, CORSETS, BRACES, SUSPENDERS, GARTERS, AND SIMILAR ARTICLES        | 45 |
| 4.1  | Executive Summary   | 45 |
| 4.2  | Albania   | 48 |
| 4.3  | Austria   | 49 |
| 4.4  | Belarus   | 50 |
| 4.5  | Belgium   | 51 |
| 4.6  | Bosnia and Herzegovina  | 52 |
| 4.7  | Bulgaria  | 52 |
| 4.8  | Croatia   | 53 |
| 4.9  | Cyprus  | 53 |
| 4.10 | Czech Republic  | 54 |
| 4.11 | Denmark   | 55 |
| 4.12 | Estonia   | 56 |
| 4.13 | Finland   | 56 |
| 4.14 | France  | 57 |
| 4.15 | Germany   | 58 |
| 4.16 | Greece  | 59 |
| 4.17 | Hungary   | 60 |
| 4.18 | Ireland   | 61 |
| 4.19 | Italy   | 62 |
| 4.20 | Latvia  | 63 |
| 4.21 | Lithuania   | 64 |
| 4.22 | Luxembourg  | 64 |
| 4.23 | Malta   | 65 |
| 4.24 | Moldova   | 65 |
| 4.25 | Norway  | 65 |
| 4.26 | Poland  | 66 |
| 4.27 | Portugal  | 67 |
| 4.28 | Romania   | 68 |
| 4.29 | Russia  | 69 |
| 4.30 | Serbia and Montenegro   | 69 |
| 4.31 | Slovakia  | 70 |
| 4.32 | Slovenia  | 71 |
| 4.33 | Spain   | 72 |
| 4.34 | Sweden  | 73 |
| 4.35 | Switzerland   | 74 |
| 4.36 | the Netherlands   | 75 |
| 4.37 | the United Kingdom  | 76 |
| 4.38 | Ukraine   | 77 |
| 5    | LATIN AMERICA: EXPORT SUPPLIES OF BRASSIERES, GIRDLES, CORSETS, BRACES, SUSPENDERS, GARTERS, AND SIMILAR ARTICLES | 78 |
| 5.1  | Executive Summary   | 78 |
| 5.2  | Argentina   | 81 |
| 5.3  | Brazil  | 82 |
| 5.4  | Chile   | 83 |
| 5.5  | Colombia  | 83 |
| 5.6  | Costa Rica  | 84 |
| 5.7  | El Salvador   | 84 |

|      |   |     |
|------|---|-----|
| 5.8  | Guatemala   | 85  |
| 5.9  | Honduras  | 85  |
| 5.10 | Mexico  | 86  |
| 5.11 | Nicaragua   | 86  |
| 5.12 | Panama  | 87  |
| 5.13 | Peru  | 87  |
| 5.14 | Uruguay   | 87  |
| 5.15 | Venezuela   | 88  |
| 6    | NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF BRASSIERES, GIRDLES, CORSETS, BRACES, SUSPENDERS, GARTERS, AND SIMILAR ARTICLES | 89  |
| 6.1  | Executive Summary   | 89  |
| 6.2  | Canada  | 91  |
| 6.3  | Dominica  | 92  |
| 6.4  | Dominican Republic  | 92  |
| 6.5  | Haiti   | 92  |
| 6.6  | the United States   | 93  |
| 7    | OCEANIA: EXPORT SUPPLIES OF BRASSIERES, GIRDLES, CORSETS, BRACES, SUSPENDERS, GARTERS, AND SIMILAR ARTICLES                       | 94  |
| 7.1  | Executive Summary   | 94  |
| 7.2  | Australia   | 96  |
| 7.3  | Fiji  | 96  |
| 7.4  | New Zealand   | 97  |
| 7.5  | Tokelau   | 97  |
| 8    | THE MIDDLE EAST: EXPORT SUPPLIES OF BRASSIERES, GIRDLES, CORSETS, BRACES, SUSPENDERS, GARTERS, AND SIMILAR ARTICLES               | 98  |
| 8.1  | Executive Summary   | 98  |
| 8.2  | Armenia   | 101 |
| 8.3  | Azerbaijan  | 101 |
| 8.4  | Israel  | 102 |
| 8.5  | Jordan  | 102 |
| 8.6  | Lebanon   | 103 |
| 8.7  | Oman  | 103 |
| 8.8  | Pakistan  | 103 |
| 8.9  | Saudi Arabia  | 104 |
| 8.10 | Syrian Arab Republic  | 104 |
| 8.11 | the United Arab Emirates  | 105 |
| 8.12 | Turkey  | 106 |
| 9    | DISCLAIMERS, WARRANTIES, AND USER AGREEMENT PROVISIONS  | 107 |
| 9.1  | Disclaimers & Safe Harbor   | 107 |
| 9.2  | ICON Group Ltd. User Agreement Provisions   | 108 |

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