

## MBS Library Service Keynote: UK Market Analysis

### Introduction

KeyNote is an online market research database providing tailored market analysis reports. There are over 450 titles in approximately 25 consumer, business and industry sectors for the UK. Content within each report will vary depending on the product/sector but generally will contain the following sections:

- Executive Summary
- Market Size
- Market Definition
- Current Issues
- SWOT Analysis
- Buying Behaviour
- Competitor Analysis
- Market Forecasts

**Note:** Keynote is one of several market research resources available to consult, other resources providing UK, European & International market research include Mintel, GMID (Global Market Information Database), Business Insights, and Frost & Sullivan.

### How can Keynote reports help me?

Keynote reports provide a comprehensive market overview and a good starting point to understanding a range of UK markets and sectors. Use Keynote reports to :

- Examine current issues, market trends/developments, market size, competitive structure and marketing activity
- Analyse industry leaders
- Focus on a specific target market using exclusive buying behaviour and consumer research
- Substantiate business plans, marketing ideas, concepts & strategies
- Discover a market's strengths, weaknesses, opportunities and threats (SWOT Analysis)
- Assess the impact of political, economic, social and technological events (PEST analysis)

### Accessing Keynote

- Keynote can be accessed via the Electronic Resources section of the MBS Library Website:

<http://www.mbs.ac.uk/library>

- Select “**Databases**” then “**Markets and Sectors**”
- **Note:** Your University “Central” username and password is required for off-campus access

### Search Tips

- If you are searching for a product think of alternative terms and/or the context of the market, there may not be a report title for your product or market but there could be information available within a wider market.
- Eg: chocolate = confectionary    womenswear = clothing    pizzas = snack foods or food

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## Searching Keynote

**Key Note** Transform knowledge into success  
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Click here to view an A-Z List.

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**Contact Us**

**Need Help Using Key Note**  
Click here to view our online guide

**Why Use Key Note?**

- >> An International Perspective or Global Market chapter in every Market Intelligence Report
- >> Exclusive primary research and data from nationally recognised sources
- >> Unique easy-to-use editorial format

**Factors affecting the market!**  
**Lingerie 2011**

**Arts & Media Sponsorship 2011** **Breweries & the Beer Market 2011** **Jewellery & Watches 2011** **Recruitment Agencies (Temporary &...** **Estate Agents 2011** **Canned Foods 2011**

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Defence & Aerospace  
Electrical & Electronic Industries  
European Markets  
Healthcare, Medical & Pharmaceuticals  
Insurance  
Marketing  
Packaging & Paper Products  
Security  
Travel & Tourism

### Search Tips

- Use A-Z menu to view list of available reports
- Use the market categories to view list of reports by sector
- Use a keyword search using quick search or advanced search to identify relevant reports
- Need Help? View the online quick guide

## Viewing/Downloading Reports

- Select report title or contents to view report (reports can be sorted by title or date)
- Navigate your way through the report by selecting chapter headings (the green tick means this is available to you)
- You can copy and paste tables and charts or select the pdf icon to view the full report

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### Clothing & Personal Goods

Market Intelligence Reports

Listed below are the available clothing & personal goods market intelligence reports available from Key Note. Please click on a report title to view an overview of the report. Alternatively please use the [report search](#) to find a specific report, or contact us to order a bespoke report.

Market Reports » [Clothing & Personal Goods](#) << Previous | 1 - 20 of 125 | 1 | Next >>

### Report Results

Report Title	Date	Report Type	Shortlist	Contents
<b>Clothing Manufacturing</b>	2011	Market Report		
Lingerie	2011	Market Report		
Jewellery & Watches	2011	Market Report		

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**Clothing Manufacturing**  
Executive Summary  
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Market Size  
Industry Background  
Competitor Analysis  
Strengths, Weaknesses, Opportunities and Threats  
Buying Behaviour  
Current Issues  
The Global Market  
Forecasts  
Company Profiles  
BURBERRY GROUP PLC  
CUK CLOTHING LTD  
DAWSON INTERNATIONAL PLC  
JAMES JOHNSTON & CO OF ELGIN LTD  
PENTLAND GROUP PLC  
PRINGLE OF SCOTLAND LTD  
UMBRO INTERNATIONAL LTD  
Further Sources  
Understanding TGI Data  
Key Note Research  
The Key Note Range of Reports

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### Clothing Manufacturing Market Report

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Viewing a Market Report

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### Executive Summary

The apparent UK market for the manufacture of clothing was worth an estimated £13.61bn at manufacturers' selling prices (msp) in 2010 — a 0.5% increase on 2009 and a 9.2% rise on 2006. Despite this improvement, total UK manufacturers' sales have been on a steady decline since 2007, however, due to a large amount of imports being shipped into the UK during the review period, the total UK market for the manufacture of clothing experienced growth over the 5-year period.

The clothing market is comprised of the two main sectors — menswear and boy's clothing and womenswear and girl's clothing (the larger sector of the two).

The UK market has become accustomed to the high levels of imported clothing, due to countries, such as the People's Republic of China (PRC), providing lower cost production solutions to many UK retailers. This has led to the long-term decline of the UK clothing manufacturing industry, which has continued to struggle to compete with overseas facilities. Consequently, some manufacturers have relocated abroad in order to compete more effectively with their overseas rivals, while others have remained within the UK, marketing themselves as more traditional British manufacturers and producing high quality clothes for niche markets.

## Research support & contact details

### Further Support

A full research and enquiry service is available across the Eddie Davies Library & Precinct Library during core hours. You can contact us in person, or alternatively by telephone or email.

#### Eddie Davies Library

Manchester Business School (West)  
Booth St. West.  
Manchester  
M15 6PB  
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#### Precinct Library

Manchester Business School (Crawford House)  
Oxford Rd.  
Manchester  
M13 9QS  
Telephone: +44 (0)161 306 3200

Email: [libdesk@mbs.ac.uk](mailto:libdesk@mbs.ac.uk)

Web: <http://www.mbs.ac.uk/library>

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