

Readymade Garments Market by Product Type (Inner Clothing and Outer Clothing), Application (Formal Wear, Sports Wear, Casual Wear Safety Apparel, and Others), Fabric Type (Knit, Woven, and Nonwoven), Age Group (Old Adults, Adults, Kids, and Toddler), and Sales Channel (Supermarket & Hypermarket, Independent Retail Stores, Specialty Stores, E-commerce, and Others): Global Opportunity Analysis and Industry Forecast, 2021–2027

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Abstracts

Readymade garments are mass produced apparel, which are made from different fabric and yarn. These are finished products and are made according to different standard sizes. The readymade garment industry witnessed significant growth over the decade, as consumer income has grown and their affinity toward fashion has increased. Until the 21st century, Europe was the largest export of readymade garments, but from the early 2000s the production of readymade garments shifted to emerging countries such as India, Vietnam, Bangladesh, and China. This was done to reduce labor cost in production and make opportunities for jobs in this region.

The growth of the global readymade garment market is driven by changes in the consumer's purchase pattern. Consumers presently have become concerned about how they look and present themselves, which has encouraged them to increase their spending on toiletries and clothing, thus augmenting the sale of readymade clothing throughout the globe. Moreover, aggressive advertisement and use of various forms of sales promotion by key players to push sales for clothing items have boosted the growth of readymade garments market, globally. However, negative impact of garment

production on environment and cases of labor exploitation hinder market growth act as the major restraints of the global market. On the contrary, surge in demand for fashionable, trendy, and functional clothing option is expected to provide opportunities for growth for the readymade garment market.

The global readymade garment market has been segmented on product type, application, fabric type, age group, sales channel, and region. On the basis of product type the market is segregated into inner clothing and outer clothing. The applications covered in the study include formal wear, sportswear, causal wear, safety apparel, and others. Depending on fabric type, the market is segregated into knit, woven, and nonwoven. By age group, it is fragmented into old adults, adults, kids, and toddler. As per sales channel, it is differentiated into supermarket & hypermarket, independent retail stores, specialty stores, e-commerce, and others. Region wise, the market is studied across North America, Europe, Asia-Pacific, and LAMEA.

The key players in the industry have relied on product launch and business expansion to remain relevant in global market. The key players profiled in the report include, Louis Vuitton, Nike Inc., GAP, VF Corporation, H&M, Zara, Hanesbrands Inc., Under Armour, PVH Corporation, and Benetton Group.

KEY BENEFITS FOR STAKEHOLDERS

The report provides a quantitative analysis of the current market trends, estimations, and dynamics of the market size from 2019 to 2027 to identify the prevailing readymade garment market opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the size and segmentation assists in determining the prevailing market opportunities.

The major countries in each region are mapped according to their revenue contribution to the

industry.

The market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of the market players in the readymade garment industry.

KEY MARKET SEGMENTATION

By Product Type

Outer Clothing

Inner Clothing

By Application

Formal Wear

Sports Wear

Casual Wear

Safety Apparel

Others

By Fabric Type

Knit

Woven

Nonwoven

By Age Group

Older Adult

Adult

Kids

Toddler

By Sales Channel

Supermarket & Hypermarket

Independent Retail Stores

Specialty Stores

E-commerce

Others

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

India

Japan

ASEAN

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

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