

Maternity Apparel Market - Global Outlook and Forecast 2017 - 2023

<https://marketpublishers.com/r/MD864636651EN.html>

Date: November 2017

Pages: 136

Price: US\$ 3,500.00 (Single User License)

ID: MD864636651EN

Abstracts

Global maternity apparel market is expected to cross \$7 billion by 2023.

Asos, Seraphine, Cake Maternity, and Destination Maternity are the leading vendors in the global market. The increasing trend among professional women to work till trimester and increased disposable income of women are driving the demand for maternity apparel. While the daywear segment is likely to dominate the market during the forecast period, the innerwear segment will witness the fastest growth rate. North America is expected to dominate the global market with a market share of 33.11%, followed by Europe.

Report Timeline

Base Year: 2016

Forecast Year: 2017-2023

Major vendors profiled in the report are as following:

Asos

Seraphine

Cake Maternity

Destination Maternity

Other vendors include Anita Dr. Helbig, Belabumbum, Boobdesign, Bravado Designs, Brunelli & Co, GAP, Hotmilk Lingerie, House Of Napius, H&M, Mamacouture, Pinkblush Maternity, Tiffany Rose, Yashram Lifestyle Brands, Zivame.

SCOPE OF THE REPORT

The study considers the present scenario of the market and its dynamics for the period 2017-2023. It covers a detailed overview of various market growth enablers, restraints, and trends. The study covers both the demand and supply side of the market. It also profiles and analyzes the leading companies and other prominent companies operating in the market.

The report provides the market size of the following segments:

Product Type

Daywear

Nightwear

Innerwear

Major geographies considered are as following:

APAC

EMEA

North America

Latin America

Key Countries

Africa

Brazil

Canada

China

France

GCC

India

UK

US

The global maternity apparel market is expected to cross \$7 billion by 2023 and is likely to grow at a CAGR of more than 2% during the forecast period 2016–2023.

Pregnant women are demanding stylish and designer clothes due to presence of high fashion sense among women across the world. The demand for pregnancy wears is high from developed regions such as North America and Europe. The presence of high fashion-conscious consumers and the high disposable income are the major reasons for the high demand for maternity apparel in these regions.

The report provides a holistic view of the global maternity apparel market, the companies involved in the market, and the factors driving its growth. It also provides information about some of the latest trends that are likely to become strong market driving forces over the next five years. This report also provides the Porter's Five Forces analysis along with a description of each force and its impact on the market. Further, the report also provides complete value chain analysis of the global market.

Maternity Apparel Market Dynamics

Introduction of organic and radiation proof clothing to drive the market growth

Growing number of working pregnant women and increasing demand from developing

regions are the basic factors that will boost the maternity apparel market. Introduction of organic and radiation proof clothing, presence of innovative innerwear, increased sales through online shops are the latest trends and opportunities in the market that are likely to affect the market during the forecast period. The report also includes the expected challenges that are going to hinder the market growth. Reduced birth rates and delayed marriage can slow down the market growth during the forecast period.

Maternity Apparel Market: Segmental Overview

Daywear apparel segment is the largest segment

The daywear segment is the largest one in the global maternity apparel market and is expected to remain the dominant segment during the forecast period. Vendors are focusing on introducing stylish daywear for occasions such as marriage, evening gowns, wedding guest, and party wears, thereby driving the daywear apparel market. Since the trend of wearing various stylish daywear is increasing, the demand for maternity bras with different shapes and designs is also increasing. The innerwear segment is going to witness the fastest growth during the forecast period. Many women prefer doing exercise and yoga during pregnancy, thereby increasing the demand for active innerwear. Analysts at Arizton expect that with the increase in awareness among pregnant women in developing regions, the demand for pregnancy night wear will also increase.

Maternity Apparel Market: Geographical Analysis

North America to remain the dominant market

North America dominated the global maternity apparel market with market share of 33.11% in 2016, followed by Europe. The demand is high in the developed regions such as North America and Europe due to presence of high fashion-conscious consumers. A majority of the vendors are present in these developed regions. However, with the increasing number of fashion conscious consumers and growing disposable income, manufacturers are focusing on developing regions such as APAC and Latin America.

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