

India Women Innerwear Market - Analysis By Product Type, By Price, By Distribution Channel (2019 Edition): Opportunities and Forecast (2019-2024)

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Abstracts

EXECUTIVE SUMMARY

The India Women Innerwear Market was valued at USD 2,900.97 Million in the year 2018. Women Innerwear Market is expected to grow due to a number of factors including rise in disposable income, increase in grooming awareness, rising number of women participation in sports and physical activities, increased changing preferences, deep expertise in design of the innerwear.

India Women Innerwear Market is primarily driven by rise in adoption of western culture, growing urbanization, increasing disposable income, expansion of online marketplace and social media impact. The market condition of women innerwear market in India has been improving gradually with easy availability of innerwear products in vast number of hypermarkets, supermarkets, Multi brand Outlets, Exclusive Business Outlets, online platforms, etc. coupled with rising consumer base.

SCOPE OF THE REPORT

India Women Innerwear Market (Actual Period: 2017-2018, Forecast Period: 2019-2024)

Women Innerwear Market – Size, Growth, Forecast

Analysis by Product Type: Upper Innerwear, Bottom Innerwear, Others

Analysis By Price - Super Premium, Premium, Mid-market, Economy, Low/Basic

Segment

By Distribution Channel: Online, Offline

Other Report Highlights

Competitive Landscape

Leading Companies

Market Dynamics – Drivers and Restraints

Market Trends

Porter Five Forces Model

SWOT Analysis.

Company Analysis – Arvind Ltd., Aditya Birla Fashion and Retail Limited (ABFRL), Rupa and Company Limited, Bodycare Creations Limited, Zivame.

Customization of the Report

The report could be customized according to the client's specific research requirements. No additional cost will be required to pay for limited additional research.

Contents

1. RESEARCH METHODOLOGY

2. EXECUTIVE SUMMARY

3. STRATEGIC RECOMMENDATIONS

3.1 Large Innovation in the production of women innerwear

3.2 Enhancement in marketing strategies

4. INDIA WOMEN INNERWEAR MARKET: PRODUCT OVERVIEW

5. INDIA WOMEN INNERWEAR MARKET: AN ANALYSIS

5.1 Indian Women Innerwear Market Size, By Value, 2017-2024 (USD Billion)

5.2 List of Companies and their brands

5.3 India Industrial and Economic Statistics

5.4 India Women Innerwear Market: Segmental Analysis

5.4.1 India Women Innerwear Market, By Product Type Market Share

5.4.2 India Women Innerwear Market: By Product Type, By Value, 2017-2024 (USD Million)

5.4.3 Market Opportunity Chart of India Women Innerwear Market- By Product Type (Year- 2024)

5.4.4 India Women Innerwear Market Share -By Price

5.4.5 India Women Innerwear Market Size: By Price, By Value, 2017-2024 (USD Million)

5.4.6 Market Opportunity Chart of India Women Innerwear Market- By Price (Year- 2024)

5.4.7 India Women Innerwear Market, By Distribution Channel Market Share

5.4.8 India Women Innerwear Market: By Distribution Channel, By Value, 2017-2024 (USD Million)

5.4.9 Market Opportunity Chart of India Women Innerwear Market- By Distribution Channel (Year- 2024)

6. INDIA WOMEN INNERWEAR MARKET DYNAMICS

6.1 Market Drivers

6.1.1 Increased changing preferences

6.1.2 Rise in e-commerce

6.1.3 Increased Women participation in Fitness and Sports and other physical activities

6.2 Market Restraints

6.2.1 Lack of affordability of branded product in developing nations.

6.2.2 High cost of brand building

6.3 Market Trends

6.3.1 Rising demand for quality and comfort

6.3.2 Technical advancements in lingerie manufacturing

7. PORTER FIVE FORCE ANALYSIS

8. SWOT ANALYSIS

9. MARKET SHARE OF LEADING GLOBAL COMPANIES (2018)

10. PRODUCT BENCHMARKING

11. COMPETITIVE LANDSCAPE

12. COMPANY PROFILES

12.1 Arvind Ltd.

12.1.1 Business Overview

12.1.2 Recent Developments

12.1.3 Financial Overview: Annual Revenue

12.1.4 Segmental Overview: Net Revenue

12.2 Aditya Birla Fashion and Retail Limited (ABFRL)

12.2.1 Business Overview

12.2.2 Recent Developments

12.2.3 Financial Overview: Annual Revenue

12.2.4 Segmental Overview: Net Revenue

12.3 Rupa And Company Limited

12.3.1 Business Overview

12.3.2 Recent Developments

12.3.3 Financial Overview: Annual Revenue

12.3.4 Segmental Overview: Net Revenue

12.4 Bodycare Creations Limited

12.4.1 Business Overview

12.4.2 Recent Developments

12.5 Zivame

12.5.1 Business Overview

12.5.2 Recent Developments

12.6 Lovable

12.6.1 Business Overview

12.6.2 Recent Developments

12.6.3 Financial Overview: Annual Revenue

List Of Figures

LIST OF FIGURES

Figure 1: Indian Women Innerwear Market Size, By Value, 2017-2024 (USD Billion)

Figure 2: Van Heusen Distribution

Figure 3: Van Heusen - Distribution Strategy (2020-2021)

Figure 4: PAG - Exclusive Business Outlets (2016-2019)

Figure 5: Jockey Exclusive Business Outlets - 2019

Figure 6: GDP (current US\$ Trillion) – India (2014-2018)

Figure 7: Labor force, female (% of total labor force) - India

Figure 8: Population, female (% of total population) 2014-2018

Figure 9: Female share of employment in senior and middle management (%) - India

Figure 10: India Women Innerwear Market Share, By Product Type, 2018 (%)

Figure 11: India Women Innerwear Market Share, By Product Type, 2024F (%)

Figure 12: India Women Innerwear Market: By Product Type, By Value, 2017-2024 (USD Million)

Figure 13: Market Opportunity Chart of India Women Innerwear Market- By Product Type (Year- 2024)

Figure 14: Segmental Share according to Price 2018 (%)

Figure 15: Segmental Share according to Price, 2024E (%)

Figure 16: India Women Innerwear Market Size: By Price, By Value, 2017-2024 (USD Million)

Figure 17: Market Opportunity Chart of India Women Innerwear Market- By Price (Year- 2024)

Figure 18: Segmental Share according to Distribution Channel, 2018 (%)

Figure 19: Segmental Share according to Distribution Channel, 2024E (%)

Figure 20: India Women Innerwear Market: By Distribution Channel, By Value, 2017-2024 (USD Million)

Figure 21: Market Opportunity Chart of India Women Innerwear Market- By Distribution Channel (Year- 2024)

Figure 22: India Women Innerwear Market Share, By Company (%) (2019)

Figure 23: Arvind Ltd. , Revenue, 2014-2019 (USD Millions)

Figure 24: Arvind Ltd. , Revenue, By Business Segment, 2019 (%)

Figure 25: Arvind Ltd. , Revenue, By Geography, 2019 (%)

Figure 26: Aditya Birla Fashion and Retail Limited (ABFRL), Revenue, 2014-2019 (USD Millions)

Figure 27: ABFRL, Revenue, By Business Segment, 2019 (%)

Figure 28: Rupa And Company Limited, Revenue, 2014- 2019 (USD Million)

Figure 29: Rupa And Company Limited, Net Sales, By Geographic Region, 2019 (%)

Figure 30: Lovable, Revenue, 2014- 2019 (USD Million)

Figure 31: Lovable., Net Profit/loss, 2014- 2019 (USD Million)

List of Table

Table 1: List of Companies and their brands

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