

# Global Bridal Wear Market Research Report 2024(Status and Outlook)

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## Abstracts

### Report Overview

Bridal wear encompasses a range of attire worn by brides on their wedding day, including wedding gowns, veils, accessories, and bridesmaid dresses. This segment holds a significant position within the broader fashion industry, characterized by its emotional significance and cultural importance. The market for bridal wear is a crucial component of the wedding industry, reflecting evolving trends, traditions, and consumer preferences.

As of 2023, the global market size for bridal wear stands at approximately USD 32 billion. This market is projected to grow at a Compound Annual Growth Rate (CAGR) of 3.78% from 2024 to 2032. Several key factors are driving this growth, including increasing disposable incomes, changing fashion trends, the rise of personalized and experiential weddings, and a growing focus on sustainable and ethical fashion practices.

One prominent trend in the bridal wear market is the shift towards non-traditional wedding attire. Modern brides are increasingly opting for unconventional colors, styles, and silhouettes, moving away from traditional white gowns. This trend is influenced by celebrities, social media, and a desire for individuality. Designers are responding by offering a wider range of options to cater to diverse preferences, including jumpsuits, separates, and colored dresses.

Another significant trend is the emphasis on sustainability and eco-consciousness in bridal wear. With growing awareness of environmental issues, many brides are seeking ethically made, eco-friendly wedding attire. This trend has led to an increase in demand

for dresses made from organic fabrics, recycled materials, and vintage pieces. Designers and brands are incorporating sustainable practices into their collections to meet this demand.

Additionally, the rise of online shopping and direct-to-consumer brands is reshaping the bridal wear market. E-commerce platforms offer brides a convenient way to browse and purchase wedding attire, providing access to a wide range of options regardless of location. Direct-to-consumer brands are disrupting traditional bridal boutiques by offering affordable, customizable, and inclusive options for modern brides.

In terms of regional market distribution, North America and Europe are leading markets for bridal wear, driven by high wedding expenditure, fashion-forward trends, and a strong presence of luxury bridal designers. Asia-Pacific is also a significant market, fueled by a growing middle class, increasing number of weddings, and a blend of traditional and contemporary bridal aesthetics. Each region's dominance is influenced by cultural norms, economic factors, and the presence of key players in the bridal wear industry.

Despite the positive growth outlook, the bridal wear market faces challenges such as the impact of the COVID-19 pandemic on wedding celebrations, supply chain disruptions, and shifting consumer preferences towards rental and second-hand options. Adapting to these challenges will require industry players to innovate, diversify their offerings, and enhance their online presence to cater to changing consumer behaviors and preferences.

This report provides a deep insight into the global Bridal Wear market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Bridal Wear Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Bridal Wear market in any manner.

## Global Bridal Wear Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

Allure Bridals

Inc.

David's Bridal Inc.

Elie Saab

Helen Rodrigues Bridal

JLM Couture Inc.

Justin Alexander Limited

Klienfeld Bridal

Macy's

Inc.

Monique Lhuillier

Morilee LLC

Naeem Khan

Paloma Blanca

Peter Langner

Pronovias Fashion Group

Sophia Tolli

Temperley London

Theia Couture

Vera Wang

Watters

Wedding Corporation Milla Nova LLC

Winnie Couture

Yumi Katsura International Co.

Ltd.

Zuhair Murad

Market Segmentation (by Type)

Chinese Style

Western Style

Others

Market Segmentation (by Application)

Personal Purchase

Renting Service

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Bridal Wear Market

Overview of the regional outlook of the Bridal Wear Market:

## Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Bridal Wear Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help

readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

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