

Global Maternity Wear Market Research Report 2025(Status and Outlook)

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Abstracts

Maternity wear is worn by women in some cultures as an adaptation to changes in body size during pregnancy. It is designed with a loose, comfortable cut which will expand as the woman's belly grows. Most designs also include elastic, tabs, and other methods of expansion which allow shirts and pants to be let out. Many women also wear maternity clothes after their pregnancies, until they have lost the pregnancy weight and they can fit into normal clothing again.

The global Maternity Wear market size was estimated at USD 15940.0 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 0.04% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Maternity Wear market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Maternity Wear market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of

market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Maternity Wear market.

Global Maternity Wear Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Destination Maternity
H&M
Gap
Mothercare
Thyme Maternity
OCTmami
JoJo Maman B?b?
Seraphine
Happy House
Hubo Mother
Liz Lange
Tianxiang
Gennie's Maternity
Mamas & Papas
Angeliebe
Ripe Maternity

Amoralia
Rosemadame
Envie de Fraises
Ingrid & Isabel
Isabella Oliver

Market Segmentation (by Type)

Dresses
Tops
Bottoms
Lingerie

Market Segmentation (by Application)

Supermarket & Mall
Brand Store
Maternity & Baby Store
Online

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 Maternity Wear Market

Overview of the regional outlook of the Maternity Wear Market:

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 Maternity 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 shares the main producing countries of Maternity Wear, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 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 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

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 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

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Maternity Wear

1.2 Key Market Segments

1.2.1 Maternity Wear Segment by Type

1.2.2 Maternity Wear Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 MATERNITY WEAR MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Maternity Wear Market Size (M USD) Estimates and Forecasts (2020-2033)

2.1.2 Global Maternity Wear Sales Estimates and Forecasts (2020-2033)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 MATERNITY WEAR MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Maternity Wear Product Life Cycle

3.3 Global Maternity Wear Sales by Manufacturers (2020-2025)

3.4 Global Maternity Wear Revenue Market Share by Manufacturers (2020-2025)

3.5 Maternity Wear Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Maternity Wear Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Maternity Wear Market Competitive Situation and Trends

3.8.1 Maternity Wear Market Concentration Rate

3.8.2 Global 5 and 10 Largest Maternity Wear Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 MATERNITY WEAR INDUSTRY CHAIN ANALYSIS

- 4.1 Maternity Wear Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF MATERNITY WEAR MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Maternity Wear Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Maternity Wear Market
- 5.7 ESG Ratings of Leading Companies

6 MATERNITY WEAR MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Maternity Wear Sales Market Share by Type (2020-2025)
- 6.3 Global Maternity Wear Market Size Market Share by Type (2020-2025)
- 6.4 Global Maternity Wear Price by Type (2020-2025)

7 MATERNITY WEAR MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Maternity Wear Market Sales by Application (2020-2025)
- 7.3 Global Maternity Wear Market Size (M USD) by Application (2020-2025)

7.4 Global Maternity Wear Sales Growth Rate by Application (2020-2025)

8 MATERNITY WEAR MARKET SALES BY REGION

8.1 Global Maternity Wear Sales by Region

8.1.1 Global Maternity Wear Sales by Region

8.1.2 Global Maternity Wear Sales Market Share by Region

8.2 Global Maternity Wear Market Size by Region

8.2.1 Global Maternity Wear Market Size by Region

8.2.2 Global Maternity Wear Market Size Market Share by Region

8.3 North America

8.3.1 North America Maternity Wear Sales by Country

8.3.2 North America Maternity Wear Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Maternity Wear Sales by Country

8.4.2 Europe Maternity Wear Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Maternity Wear Sales by Region

8.5.2 Asia Pacific Maternity Wear Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Maternity Wear Sales by Country

8.6.2 South America Maternity Wear Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Maternity Wear Sales by Region
- 8.7.2 Middle East and Africa Maternity Wear Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

9 MATERNITY WEAR MARKET PRODUCTION BY REGION

- 9.1 Global Production of Maternity Wear by Region(2020-2025)
- 9.2 Global Maternity Wear Revenue Market Share by Region (2020-2025)
- 9.3 Global Maternity Wear Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Maternity Wear Production
 - 9.4.1 North America Maternity Wear Production Growth Rate (2020-2025)
 - 9.4.2 North America Maternity Wear Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Maternity Wear Production
 - 9.5.1 Europe Maternity Wear Production Growth Rate (2020-2025)
 - 9.5.2 Europe Maternity Wear Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Maternity Wear Production (2020-2025)
 - 9.6.1 Japan Maternity Wear Production Growth Rate (2020-2025)
 - 9.6.2 Japan Maternity Wear Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Maternity Wear Production (2020-2025)
 - 9.7.1 China Maternity Wear Production Growth Rate (2020-2025)
 - 9.7.2 China Maternity Wear Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

- 10.1 Destination Maternity
 - 10.1.1 Destination Maternity Basic Information
 - 10.1.2 Destination Maternity Maternity Wear Product Overview
 - 10.1.3 Destination Maternity Maternity Wear Product Market Performance
 - 10.1.4 Destination Maternity Business Overview
 - 10.1.5 Destination Maternity SWOT Analysis
 - 10.1.6 Destination Maternity Recent Developments

10.2 HandM

- 10.2.1 HandM Basic Information
- 10.2.2 HandM Maternity Wear Product Overview
- 10.2.3 HandM Maternity Wear Product Market Performance
- 10.2.4 HandM Business Overview
- 10.2.5 HandM SWOT Analysis
- 10.2.6 HandM Recent Developments

10.3 Gap

- 10.3.1 Gap Basic Information
- 10.3.2 Gap Maternity Wear Product Overview
- 10.3.3 Gap Maternity Wear Product Market Performance
- 10.3.4 Gap Business Overview
- 10.3.5 Gap SWOT Analysis
- 10.3.6 Gap Recent Developments

10.4 Mothercare

- 10.4.1 Mothercare Basic Information
- 10.4.2 Mothercare Maternity Wear Product Overview
- 10.4.3 Mothercare Maternity Wear Product Market Performance
- 10.4.4 Mothercare Business Overview
- 10.4.5 Mothercare Recent Developments

10.5 Thyme Maternity

- 10.5.1 Thyme Maternity Basic Information
- 10.5.2 Thyme Maternity Maternity Wear Product Overview
- 10.5.3 Thyme Maternity Maternity Wear Product Market Performance
- 10.5.4 Thyme Maternity Business Overview
- 10.5.5 Thyme Maternity Recent Developments

10.6 OCTmami

- 10.6.1 OCTmami Basic Information
- 10.6.2 OCTmami Maternity Wear Product Overview
- 10.6.3 OCTmami Maternity Wear Product Market Performance
- 10.6.4 OCTmami Business Overview
- 10.6.5 OCTmami Recent Developments

10.7 JoJo Maman B?b?

- 10.7.1 JoJo Maman B?b? Basic Information
- 10.7.2 JoJo Maman B?b? Maternity Wear Product Overview
- 10.7.3 JoJo Maman B?b? Maternity Wear Product Market Performance
- 10.7.4 JoJo Maman B?b? Business Overview
- 10.7.5 JoJo Maman B?b? Recent Developments

10.8 Seraphine

- 10.8.1 Seraphine Basic Information
- 10.8.2 Seraphine Maternity Wear Product Overview
- 10.8.3 Seraphine Maternity Wear Product Market Performance
- 10.8.4 Seraphine Business Overview
- 10.8.5 Seraphine Recent Developments
- 10.9 Happy House
 - 10.9.1 Happy House Basic Information
 - 10.9.2 Happy House Maternity Wear Product Overview
 - 10.9.3 Happy House Maternity Wear Product Market Performance
 - 10.9.4 Happy House Business Overview
 - 10.9.5 Happy House Recent Developments
- 10.10 Hubo Mother
 - 10.10.1 Hubo Mother Basic Information
 - 10.10.2 Hubo Mother Maternity Wear Product Overview
 - 10.10.3 Hubo Mother Maternity Wear Product Market Performance
 - 10.10.4 Hubo Mother Business Overview
 - 10.10.5 Hubo Mother Recent Developments
- 10.11 Liz Lange
 - 10.11.1 Liz Lange Basic Information
 - 10.11.2 Liz Lange Maternity Wear Product Overview
 - 10.11.3 Liz Lange Maternity Wear Product Market Performance
 - 10.11.4 Liz Lange Business Overview
 - 10.11.5 Liz Lange Recent Developments
- 10.12 Tianxiang
 - 10.12.1 Tianxiang Basic Information
 - 10.12.2 Tianxiang Maternity Wear Product Overview
 - 10.12.3 Tianxiang Maternity Wear Product Market Performance
 - 10.12.4 Tianxiang Business Overview
 - 10.12.5 Tianxiang Recent Developments
- 10.13 Gennie's Maternity
 - 10.13.1 Gennie's Maternity Basic Information
 - 10.13.2 Gennie's Maternity Maternity Wear Product Overview
 - 10.13.3 Gennie's Maternity Maternity Wear Product Market Performance
 - 10.13.4 Gennie's Maternity Business Overview
 - 10.13.5 Gennie's Maternity Recent Developments
- 10.14 Mamas and Papas
 - 10.14.1 Mamas and Papas Basic Information
 - 10.14.2 Mamas and Papas Maternity Wear Product Overview
 - 10.14.3 Mamas and Papas Maternity Wear Product Market Performance

- 10.14.4 Mamas and Papas Business Overview
- 10.14.5 Mamas and Papas Recent Developments
- 10.15 Angeliebe
 - 10.15.1 Angeliebe Basic Information
 - 10.15.2 Angeliebe Maternity Wear Product Overview
 - 10.15.3 Angeliebe Maternity Wear Product Market Performance
 - 10.15.4 Angeliebe Business Overview
 - 10.15.5 Angeliebe Recent Developments
- 10.16 Ripe Maternity
 - 10.16.1 Ripe Maternity Basic Information
 - 10.16.2 Ripe Maternity Maternity Wear Product Overview
 - 10.16.3 Ripe Maternity Maternity Wear Product Market Performance
 - 10.16.4 Ripe Maternity Business Overview
 - 10.16.5 Ripe Maternity Recent Developments
- 10.17 Amoralia
 - 10.17.1 Amoralia Basic Information
 - 10.17.2 Amoralia Maternity Wear Product Overview
 - 10.17.3 Amoralia Maternity Wear Product Market Performance
 - 10.17.4 Amoralia Business Overview
 - 10.17.5 Amoralia Recent Developments
- 10.18 Rosemadame
 - 10.18.1 Rosemadame Basic Information
 - 10.18.2 Rosemadame Maternity Wear Product Overview
 - 10.18.3 Rosemadame Maternity Wear Product Market Performance
 - 10.18.4 Rosemadame Business Overview
 - 10.18.5 Rosemadame Recent Developments
- 10.19 Envie de Fraises
 - 10.19.1 Envie de Fraises Basic Information
 - 10.19.2 Envie de Fraises Maternity Wear Product Overview
 - 10.19.3 Envie de Fraises Maternity Wear Product Market Performance
 - 10.19.4 Envie de Fraises Business Overview
 - 10.19.5 Envie de Fraises Recent Developments
- 10.20 Ingrid and Isabel
 - 10.20.1 Ingrid and Isabel Basic Information
 - 10.20.2 Ingrid and Isabel Maternity Wear Product Overview
 - 10.20.3 Ingrid and Isabel Maternity Wear Product Market Performance
 - 10.20.4 Ingrid and Isabel Business Overview
 - 10.20.5 Ingrid and Isabel Recent Developments
- 10.21 Isabella Oliver

- 10.21.1 Isabella Oliver Basic Information
- 10.21.2 Isabella Oliver Maternity Wear Product Overview
- 10.21.3 Isabella Oliver Maternity Wear Product Market Performance
- 10.21.4 Isabella Oliver Business Overview
- 10.21.5 Isabella Oliver Recent Developments

11 MATERNITY WEAR MARKET FORECAST BY REGION

- 11.1 Global Maternity Wear Market Size Forecast
- 11.2 Global Maternity Wear Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Maternity Wear Market Size Forecast by Country
 - 11.2.3 Asia Pacific Maternity Wear Market Size Forecast by Region
 - 11.2.4 South America Maternity Wear Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Maternity Wear by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

- 12.1 Global Maternity Wear Market Forecast by Type (2026-2033)
 - 12.1.1 Global Forecasted Sales of Maternity Wear by Type (2026-2033)
 - 12.1.2 Global Maternity Wear Market Size Forecast by Type (2026-2033)
 - 12.1.3 Global Forecasted Price of Maternity Wear by Type (2026-2033)
- 12.2 Global Maternity Wear Market Forecast by Application (2026-2033)
 - 12.2.1 Global Maternity Wear Sales (K Units) Forecast by Application
 - 12.2.2 Global Maternity Wear Market Size (M USD) Forecast by Application (2026-2033)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type
Table 2. Introduction of the Application
Table 3. Market Size (M USD) Segment Executive Summary
Table 4. Maternity Wear Market Size Comparison by Region (M USD)
Table 5. Global Maternity Wear Sales (K Units) by Manufacturers (2020-2025)
Table 6. Global Maternity Wear Sales Market Share by Manufacturers (2020-2025)
Table 7. Global Maternity Wear Revenue (M USD) by Manufacturers (2020-2025)
Table 8. Global Maternity Wear Revenue Share by Manufacturers (2020-2025)
Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Maternity Wear as of 2024)
Table 10. Global Market Maternity Wear Average Price (USD/Unit) of Key Manufacturers (2020-2025)
Table 11. Manufacturers? Manufacturing Sites, Areas Served
Table 12. Manufacturers? Product Type
Table 13. Global Maternity Wear Manufacturers Market Concentration Ratio (CR5 and HHI)
Table 14. Mergers & Acquisitions, Expansion Plans
Table 15. Market Overview of Key Raw Materials
Table 16. Midstream Market Analysis
Table 17. Downstream Customer Analysis
Table 18. Key Development Trends
Table 19. Driving Factors
Table 20. Maternity Wear Market Challenges
Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026
Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027
Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026
Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
Table 25. Global Maternity Wear Sales by Type (K Units)
Table 26. Global Maternity Wear Market Size by Type (M USD)
Table 27. Global Maternity Wear Sales (K Units) by Type (2020-2025)
Table 28. Global Maternity Wear Sales Market Share by Type (2020-2025)
Table 29. Global Maternity Wear Market Size (M USD) by Type (2020-2025)
Table 30. Global Maternity Wear Market Size Share by Type (2020-2025)
Table 31. Global Maternity Wear Price (USD/Unit) by Type (2020-2025)

Table 32. Global Maternity Wear Sales (K Units) by Application

Table 33. Global Maternity Wear Market Size by Application

Table 34. Global Maternity Wear Sales by Application (2020-2025) & (K Units)

Table 35. Global Maternity Wear Sales Market Share by Application (2020-2025)

Table 36. Global Maternity Wear Market Size by Application (2020-2025) & (M USD)

Table 37. Global Maternity Wear Market Share by Application (2020-2025)

Table 38. Global Maternity Wear Sales Growth Rate by Application (2020-2025)

Table 39. Global Maternity Wear Sales by Region (2020-2025) & (K Units)

Table 40. Global Maternity Wear Sales Market Share by Region (2020-2025)

Table 41. Global Maternity Wear Market Size by Region (2020-2025) & (M USD)

Table 42. Global Maternity Wear Market Size Market Share by Region (2020-2025)

Table 43. North America Maternity Wear Sales by Country (2020-2025) & (K Units)

Table 44. North America Maternity Wear Market Size by Country (2020-2025) & (M USD)

Table 45. Europe Maternity Wear Sales by Country (2020-2025) & (K Units)

Table 46. Europe Maternity Wear Market Size by Country (2020-2025) & (M USD)

Table 47. Asia Pacific Maternity Wear Sales by Region (2020-2025) & (K Units)

Table 48. Asia Pacific Maternity Wear Market Size by Region (2020-2025) & (M USD)

Table 49. South America Maternity Wear Sales by Country (2020-2025) & (K Units)

Table 50. South America Maternity Wear Market Size by Country (2020-2025) & (M USD)

Table 51. Middle East and Africa Maternity Wear Sales by Region (2020-2025) & (K Units)

Table 52. Middle East and Africa Maternity Wear Market Size by Region (2020-2025) & (M USD)

Table 53. Global Maternity Wear Production (K Units) by Region(2020-2025)

Table 54. Global Maternity Wear Revenue (US\$ Million) by Region (2020-2025)

Table 55. Global Maternity Wear Revenue Market Share by Region (2020-2025)

Table 56. Global Maternity Wear Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 57. North America Maternity Wear Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 58. Europe Maternity Wear Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 59. Japan Maternity Wear Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 60. China Maternity Wear Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 61. Destination Maternity Basic Information

Table 62. Destination Maternity Maternity Wear Product Overview
Table 63. Destination Maternity Maternity Wear Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 64. Destination Maternity Business Overview
Table 65. Destination Maternity SWOT Analysis
Table 66. Destination Maternity Recent Developments
Table 67. HandM Basic Information
Table 68. HandM Maternity Wear Product Overview
Table 69. HandM Maternity Wear Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 70. HandM Business Overview
Table 71. HandM SWOT Analysis
Table 72. HandM Recent Developments
Table 73. Gap Basic Information
Table 74. Gap Maternity Wear Product Overview
Table 75. Gap Maternity Wear Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 76. Gap Business Overview
Table 77. Gap SWOT Analysis
Table 78. Gap Recent Developments
Table 79. Mothercare Basic Information
Table 80. Mothercare Maternity Wear Product Overview
Table 81. Mothercare Maternity Wear Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 82. Mothercare Business Overview
Table 83. Mothercare Recent Developments
Table 84. Thyme Maternity Basic Information
Table 85. Thyme Maternity Maternity Wear Product Overview
Table 86. Thyme Maternity Maternity Wear Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 87. Thyme Maternity Business Overview
Table 88. Thyme Maternity Recent Developments
Table 89. OCTmami Basic Information
Table 90. OCTmami Maternity Wear Product Overview
Table 91. OCTmami Maternity Wear Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 92. OCTmami Business Overview
Table 93. OCTmami Recent Developments
Table 94. JoJo Maman Bebe Basic Information

Table 95. JoJo Maman Bebe Maternity Wear Product Overview
Table 96. JoJo Maman Bebe Maternity Wear Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 97. JoJo Maman Bebe Business Overview
Table 98. JoJo Maman Bebe Recent Developments
Table 99. Seraphine Basic Information
Table 100. Seraphine Maternity Wear Product Overview
Table 101. Seraphine Maternity Wear Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 102. Seraphine Business Overview
Table 103. Seraphine Recent Developments
Table 104. Happy House Basic Information
Table 105. Happy House Maternity Wear Product Overview
Table 106. Happy House Maternity Wear Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 107. Happy House Business Overview
Table 108. Happy House Recent Developments
Table 109. Hubo Mother Basic Information
Table 110. Hubo Mother Maternity Wear Product Overview
Table 111. Hubo Mother Maternity Wear Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 112. Hubo Mother Business Overview
Table 113. Hubo Mother Recent Developments
Table 114. Liz Lange Basic Information
Table 115. Liz Lange Maternity Wear Product Overview
Table 116. Liz Lange Maternity Wear Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 117. Liz Lange Business Overview
Table 118. Liz Lange Recent Developments
Table 119. Tianxiang Basic Information
Table 120. Tianxiang Maternity Wear Product Overview
Table 121. Tianxiang Maternity Wear Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 122. Tianxiang Business Overview
Table 123. Tianxiang Recent Developments
Table 124. Gennie's Maternity Basic Information
Table 125. Gennie's Maternity Maternity Wear Product Overview
Table 126. Gennie's Maternity Maternity Wear Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 127. Gennie's Maternity Business Overview
Table 128. Gennie's Maternity Recent Developments
Table 129. Mamas and Papas Basic Information
Table 130. Mamas and Papas Maternity Wear Product Overview
Table 131. Mamas and Papas Maternity Wear Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 132. Mamas and Papas Business Overview
Table 133. Mamas and Papas Recent Developments
Table 134. Angeliebe Basic Information
Table 135. Angeliebe Maternity Wear Product Overview
Table 136. Angeliebe Maternity Wear Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 137. Angeliebe Business Overview
Table 138. Angeliebe Recent Developments
Table 139. Ripe Maternity Basic Information
Table 140. Ripe Maternity Maternity Wear Product Overview
Table 141. Ripe Maternity Maternity Wear Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 142. Ripe Maternity Business Overview
Table 143. Ripe Maternity Recent Developments
Table 144. Amoralia Basic Information
Table 145. Amoralia Maternity Wear Product Overview
Table 146. Amoralia Maternity Wear Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 147. Amoralia Business Overview
Table 148. Amoralia Recent Developments
Table 149. Rosemadame Basic Information
Table 150. Rosemadame Maternity Wear Product Overview
Table 151. Rosemadame Maternity Wear Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 152. Rosemadame Business Overview
Table 153. Rosemadame Recent Developments
Table 154. Envie de Fraises Basic Information
Table 155. Envie de Fraises Maternity Wear Product Overview
Table 156. Envie de Fraises Maternity Wear Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 157. Envie de Fraises Business Overview
Table 158. Envie de Fraises Recent Developments
Table 159. Ingrid and Isabel Basic Information

Table 160. Ingrid and Isabel Maternity Wear Product Overview

Table 161. Ingrid and Isabel Maternity Wear Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 162. Ingrid and Isabel Business Overview

Table 163. Ingrid and Isabel Recent Developments

Table 164. Isabella Oliver Basic Information

Table 165. Isabella Oliver Maternity Wear Product Overview

Table 166. Isabella Oliver Maternity Wear Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 167. Isabella Oliver Business Overview

Table 168. Isabella Oliver Recent Developments

Table 169. Global Maternity Wear Sales Forecast by Region (2026-2033) & (K Units)

Table 170. Global Maternity Wear Market Size Forecast by Region (2026-2033) & (M USD)

Table 171. North America Maternity Wear Sales Forecast by Country (2026-2033) & (K Units)

Table 172. North America Maternity Wear Market Size Forecast by Country (2026-2033) & (M USD)

Table 173. Europe Maternity Wear Sales Forecast by Country (2026-2033) & (K Units)

Table 174. Europe Maternity Wear Market Size Forecast by Country (2026-2033) & (M USD)

Table 175. Asia Pacific Maternity Wear Sales Forecast by Region (2026-2033) & (K Units)

Table 176. Asia Pacific Maternity Wear Market Size Forecast by Region (2026-2033) & (M USD)

Table 177. South America Maternity Wear Sales Forecast by Country (2026-2033) & (K Units)

Table 178. South America Maternity Wear Market Size Forecast by Country (2026-2033) & (M USD)

Table 179. Middle East and Africa Maternity Wear Sales Forecast by Country (2026-2033) & (Units)

Table 180. Middle East and Africa Maternity Wear Market Size Forecast by Country (2026-2033) & (M USD)

Table 181. Global Maternity Wear Sales Forecast by Type (2026-2033) & (K Units)

Table 182. Global Maternity Wear Market Size Forecast by Type (2026-2033) & (M USD)

Table 183. Global Maternity Wear Price Forecast by Type (2026-2033) & (USD/Unit)

Table 184. Global Maternity Wear Sales (K Units) Forecast by Application (2026-2033)

Table 185. Global Maternity Wear Market Size Forecast by Application (2026-2033) &

(M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Maternity Wear
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Maternity Wear Market Size (M USD), 2024-2033
- Figure 5. Global Maternity Wear Market Size (M USD) (2020-2033)
- Figure 6. Global Maternity Wear Sales (K Units) & (2020-2033)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Maternity Wear Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Maternity Wear Product Life Cycle
- Figure 13. Maternity Wear Sales Share by Manufacturers in 2024
- Figure 14. Global Maternity Wear Revenue Share by Manufacturers in 2024
- Figure 15. Maternity Wear Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Maternity Wear Average Price (USD/Unit) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Maternity Wear Revenue in 2024
- Figure 18. Industry Chain Map of Maternity Wear
- Figure 19. Global Maternity Wear Market PEST Analysis
- Figure 20. Global Maternity Wear Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Maternity Wear Market Share by Type
- Figure 27. Sales Market Share of Maternity Wear by Type (2020-2025)
- Figure 28. Sales Market Share of Maternity Wear by Type in 2024
- Figure 29. Market Size Share of Maternity Wear by Type (2020-2025)
- Figure 30. Market Size Share of Maternity Wear by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Maternity Wear Market Share by Application

- Figure 33. Global Maternity Wear Sales Market Share by Application (2020-2025)
- Figure 34. Global Maternity Wear Sales Market Share by Application in 2024
- Figure 35. Global Maternity Wear Market Share by Application (2020-2025)
- Figure 36. Global Maternity Wear Market Share by Application in 2024
- Figure 37. Global Maternity Wear Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Maternity Wear Sales Market Share by Region (2020-2025)
- Figure 39. Global Maternity Wear Market Size Market Share by Region (2020-2025)
- Figure 40. North America Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Maternity Wear Sales Market Share by Country in 2024
- Figure 43. North America Maternity Wear Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Maternity Wear Market Size Market Share by Country in 2024
- Figure 45. U.S. Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Maternity Wear Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Maternity Wear Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Maternity Wear Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Maternity Wear Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Maternity Wear Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe Maternity Wear Sales Market Share by Country in 2024
- Figure 53. Europe Maternity Wear Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Maternity Wear Market Size Market Share by Country in 2024
- Figure 55. Germany Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany Maternity Wear Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)
- Figure 58. France Maternity Wear Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)
- Figure 60. U.K. Maternity Wear Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)
- Figure 62. Italy Maternity Wear Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)
- Figure 64. Spain Maternity Wear Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 65. Asia Pacific Maternity Wear Sales and Growth Rate (K Units)

- Figure 66. Asia Pacific Maternity Wear Sales Market Share by Region in 2024
- Figure 67. Asia Pacific Maternity Wear Market Size Market Share by Region in 2024
- Figure 68. China Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)
- Figure 69. China Maternity Wear Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 70. Japan Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)
- Figure 71. Japan Maternity Wear Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 72. South Korea Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)
- Figure 73. South Korea Maternity Wear Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 74. India Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)
- Figure 75. India Maternity Wear Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 76. Southeast Asia Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)
- Figure 77. Southeast Asia Maternity Wear Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 78. South America Maternity Wear Sales and Growth Rate (K Units)
- Figure 79. South America Maternity Wear Sales Market Share by Country in 2024
- Figure 80. South America Maternity Wear Market Size and Growth Rate (M USD)
- Figure 81. South America Maternity Wear Market Size Market Share by Country in 2024
- Figure 82. Brazil Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)
- Figure 83. Brazil Maternity Wear Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 84. Argentina Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)
- Figure 85. Argentina Maternity Wear Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 86. Columbia Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)
- Figure 87. Columbia Maternity Wear Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 88. Middle East and Africa Maternity Wear Sales and Growth Rate (K Units)
- Figure 89. Middle East and Africa Maternity Wear Sales Market Share by Region in 2024
- Figure 90. Middle East and Africa Maternity Wear Market Size and Growth Rate (M USD)
- Figure 91. Middle East and Africa Maternity Wear Market Size Market Share by Region in 2024
- Figure 92. Saudi Arabia Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)
- Figure 93. Saudi Arabia Maternity Wear Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 94. UAE Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Maternity Wear Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Maternity Wear Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Maternity Wear Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Maternity Wear Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Maternity Wear Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Maternity Wear Production Market Share by Region (2020-2025)

Figure 103. North America Maternity Wear Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Maternity Wear Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Maternity Wear Production (K Units) Growth Rate (2020-2025)

Figure 106. China Maternity Wear Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Maternity Wear Sales Forecast by Volume (2020-2033) & (K Units)

Figure 108. Global Maternity Wear Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Maternity Wear Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Maternity Wear Market Share Forecast by Type (2026-2033)

Figure 111. Global Maternity Wear Sales Forecast by Application (2026-2033)

Figure 112. Global Maternity Wear Market Share Forecast by Application (2026-2033)

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