

# Indian Innerwear Market: Trends & Opportunities (2014-2019)

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## Abstracts

The report titled “Indian Innerwear Market: Trends and Opportunities (2014-2019)” provides an in-depth analysis of the Indian Innerwear market with focus on four major segments – the established markets of lingerie for women and men’s underwear. The report assesses the market size and trends of innerwear segment in India for Women, Men and Kids. Also, the key opportunities, the factors driving growth of the market and challenges being faced by the players in the industry are outlined and analyzed in the forecasted period (2014-19). Further, key players of the industry like Page industries, Maxwell Industries Ltd. And Rupa & Co. are profiled.

### Segment Coverage

Women’s Innerwear

Men’s Innerwear

### Company Coverage

Page Industries Limited

Maxwell Industries Limited

Rupa & Co. Limited

### Executive Summary

The innerwear industry in India holds immense growth potential and it is evident from the entry of large international brands in the Indian market in the last few years. A key factor characterizing the huge growth in the Indian innerwear market is the increasing size of the organized market and the declining share of the unorganized market resulting in growing independent brands taking charge of the market.

The Indian innerwear market continues to be underpenetrated and thereby holds immense business opportunities. The Indian innerwear market is certainly one of the most unique markets amongst the major markets of the world today. A distinctive shift from price sensitivity to brand sensitivity and preference for bold colors and innovative designs are two key trends to have emerged in this segment. Provided the positive macro and demographic fundamentals, the innerwear market has a favorable demand growth outlook over the medium-to-long term. The Indian innerwear market is expected to witness expansion in the near future. However, lesser product portfolio and high costs of brand building are expected to be the challenges for this sector. Brand sensitivity is the major trend in the Indian innerwear industry.

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