

Global Maternity Wear Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Maternity Wear market size will reach 19,632 Million USD in 2025 and is projected to reach 26,556 Million USD by 2032, with a CAGR of 4.41% (2025-2032). Notably, the China Maternity Wear market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Maternity wear refers to clothing specifically designed to accommodate the changing bodies of pregnant women and provide comfort and style during pregnancy. Maternity wear includes a wide range of garments, such as maternity tops, dresses, pants, skirts, and outerwear. These garments are tailored with features like stretchy fabrics, elastic waistbands, side panels, and adjustable closures to allow for growth and adaptability as the pregnancy progresses. The purpose of maternity wear is to provide expectant mothers with clothing that fits well, provides support to the growing belly, and allows freedom of movement. Additionally, maternity wear often incorporates fashion-forward designs and trends, ensuring that pregnant women can express their personal style while feeling comfortable and confident. Maternity wear ranges from casual to formal attire, allowing women to dress appropriately for various occasions throughout their pregnancy.

The major global manufacturers of Maternity Wear include 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, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Maternity Wear. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Maternity Wear market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Maternity Wear market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Maternity Wear industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Maternity Wear Include:

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

Maternity Wear Product Segment Include:

Dresses

Tops

Bottoms

Lingerie

Maternity Wear Product Application Include:

Supermarket & Mall

Brand Store

Maternity & Baby Store

Online

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Maternity Wear Industry PESTEL Analysis

Chapter 3: Global Maternity Wear Industry Porter's Five Forces Analysis

Chapter 4: Global Maternity Wear Major Regional Market Size (Revenue, Sales, Price) and Forecast Analysis

Chapter 5: Global Maternity Wear Market Size and Forecast by Type and Application Analysis

Chapter 6: North America Maternity Wear Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Maternity Wear Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Maternity Wear Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Maternity Wear Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Maternity Wear Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa Maternity Wear Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Maternity Wear Competitive Analysis of Key Manufacturers (Sales, Revenue, Market Share, Price, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Sales, Revenue, Price and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

Contents

1 MATERNITY WEAR MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 Maternity Wear Product by Type
 - 1.2.1 Dresses
 - 1.2.2 Tops
 - 1.2.3 Bottoms
 - 1.2.4 Lingerie
- 1.3 Maternity Wear Product by Application
 - 1.3.1 Supermarket & Mall
 - 1.3.2 Brand Store
 - 1.3.3 Maternity & Baby Store
 - 1.3.4 Online
- 1.4 Global Maternity Wear Market Revenue and Sales Analysis
 - 1.4.1 Global Maternity Wear Market Size Analysis (2020-2032)
 - 1.4.2 Global Maternity Wear Market Sales Analysis (2020-2032)
 - 1.4.3 Global Maternity Wear Market Sales Price Trend Analysis (2020-2032)
- 1.5 Maternity Wear Industry Trends and Innovation
 - 1.5.1 Maternity Wear Industry Trends and Innovation
 - 1.5.2 Maternity Wear Market Drivers and Challenges

2 MATERNITY WEAR MARKET PESTEL ANALYSIS

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

3 MATERNITY WEAR MARKET PORTER'S FIVE FORCES ANALYSIS

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

4 GLOBAL MATERNITY WEAR MARKET ANALYSIS BY REGIONS

- 4.1 Global Maternity Wear Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global Maternity Wear Revenue and Forecast Analysis (2020-2032)
 - 4.2.1 Global Maternity Wear Revenue and Market Share by Region (2020-2025)
 - 4.2.2 Global Maternity Wear Revenue Forecast by Region (2026-2032)
- 4.3 Global Maternity Wear Sales and Forecast Analysis (2020-2032)
 - 4.3.1 Global Maternity Wear Sales and Market Share by Region (2020-2025)
 - 4.3.2 Global Maternity Wear Sales Forecast by Region (2026-2032)
- 4.4 Global Maternity Wear Sales Price Trend Analysis (2020-2032)

5 GLOBAL MATERNITY WEAR MARKET SIZE BY TYPE AND APPLICATION

- 5.1 Global Maternity Wear Market Size by Type
 - 5.1.1 Global Maternity Wear Revenue and Forecast Analysis by Type (2020-2032)
 - 5.1.2 Global Maternity Wear Sales and Forecast Analysis by Type (2020-2032)
- 5.2 Global Maternity Wear Market Size by Application
 - 5.2.1 Global Maternity Wear Revenue and Forecast Analysis by Application (2020-2032)
 - 5.2.2 Global Maternity Wear Sales and Forecast Analysis by Application (2020-2032)

6 NORTH AMERICA

- 6.1 North America Maternity Wear Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Manufacturers Analysis
- 6.3 North America Maternity Wear Market Size by Type
 - 6.3.1 North America Maternity Wear Sales by Type (2020-2032)
 - 6.3.2 North America Maternity Wear Revenue by Type (2020-2032)
- 6.4 North America Maternity Wear Market Size by Application
 - 6.4.1 North America Maternity Wear Sales by Application (2020-2032)
 - 6.4.2 North America Maternity Wear Revenue by Application (2020-2032)
- 6.5 North America Maternity Wear Market Size by Country
 - 6.5.1 US
 - 6.5.2 Canada

7 EUROPE

- 7.1 Europe Maternity Wear Market Size and Growth Rate Analysis (2020-2032)

- 7.2 Europe Key Manufacturers Analysis
- 7.3 Europe Maternity Wear Market Size by Type
 - 7.3.1 Europe Maternity Wear Sales by Type (2020-2032)
 - 7.3.2 Europe Maternity Wear Revenue by Type (2020-2032)
- 7.4 Europe Maternity Wear Market Size by Application
 - 7.4.1 Europe Maternity Wear Sales by Application (2020-2032)
 - 7.4.2 Europe Maternity Wear Revenue by Application (2020-2032)
- 7.5 Europe Maternity Wear Market Size by Country
 - 7.5.1 Germany
 - 7.5.2 France
 - 7.5.3 United Kingdom
 - 7.5.4 Italy
 - 7.5.5 Spain
 - 7.5.6 Benelux

8 CHINA

- 8.1 China Maternity Wear Market Size and Growth Rate Analysis (2020-2032)
- 8.2 China Key Manufacturers Analysis
- 8.3 China Maternity Wear Market Size by Type
 - 8.3.1 China Maternity Wear Sales by Type (2020-2032)
 - 8.3.2 China Maternity Wear Revenue by Type (2020-2032)
- 8.4 China Maternity Wear Market Size by Application
 - 8.4.1 China Maternity Wear Sales by Application (2020-2032)
 - 8.4.2 China Maternity Wear Revenue by Application (2020-2032)

9 APAC (EXCL. CHINA)

- 9.1 APAC (excl. China) Maternity Wear Market Size and Growth Rate Analysis (2020-2032)
- 9.2 APAC (excl. China) Key Manufacturers Analysis
- 9.3 APAC (excl. China) Maternity Wear Market Size by Type
 - 9.3.1 APAC (excl. China) Maternity Wear Sales by Type (2020-2032)
 - 9.3.2 APAC (excl. China) Maternity Wear Revenue by Type (2020-2032)
- 9.4 APAC (excl. China) Maternity Wear Market Size by Application
 - 9.4.1 APAC (excl. China) Maternity Wear Sales by Application (2020-2032)
 - 9.4.2 APAC (excl. China) Maternity Wear Revenue by Application (2020-2032)
- 9.5 APAC (excl. China) Maternity Wear Market Size by Country
 - 9.5.1 Japan

- 9.5.2 South Korea
- 9.5.3 India
- 9.5.4 Australia
- 9.5.5 Southeast Asia

10 LATIN AMERICA

- 10.1 Latin America Maternity Wear Market Size and Growth Rate Analysis (2020-2032)
- 10.2 Latin America Key Manufacturers Analysis
- 10.3 Latin America Maternity Wear Market Size by Type
 - 10.3.1 Latin America Maternity Wear Sales by Type (2020-2032)
 - 10.3.2 Latin America Maternity Wear Revenue by Type (2020-2032)
- 10.4 Latin America Maternity Wear Market Size by Application
 - 10.4.1 Latin America Maternity Wear Sales by Application (2020-2032)
 - 10.4.2 Latin America Maternity Wear Revenue by Application (2020-2032)
- 10.5 Latin America Maternity Wear Market Size by Country
- 10.6 Latin America Maternity Wear Market Size by Country
 - 10.6.1 Mexico
 - 10.6.2 Brazil

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Maternity Wear Market Size and Growth Rate Analysis (2020-2032)
- 11.2 Middle East & Africa Key Manufacturers Analysis
- 11.3 Middle East & Africa Maternity Wear Market Size by Type
 - 11.3.1 Middle East & Africa Maternity Wear Sales by Type (2020-2032)
 - 11.3.2 Middle East & Africa Maternity Wear Revenue by Type (2020-2032)
- 11.4 Middle East & Africa Maternity Wear Market Size by Application
 - 11.4.1 Middle East & Africa Maternity Wear Sales by Application (2020-2032)
 - 11.4.2 Middle East & Africa Maternity Wear Revenue by Application (2020-2032)
- 11.5 Middle East Maternity Wear Market Size by Country
 - 11.5.1 Saudi Arabia
 - 11.5.2 South Africa

12 COMPETITION BY MANUFACTURERS

- 12.1 Global Maternity Wear Market Sales, Revenue and Price by Key Manufacturers (2021-2025)

- 12.1.1 Global Maternity Wear Market Sales by Key Manufacturers (2021-2025)
- 12.1.2 Global Maternity Wear Market Revenue by Key Manufacturers (2021-2025)
- 12.1.3 Global Maternity Wear Average Sales Price by Manufacturers (2021-2025)
- 12.2 Maternity Wear Competitive Landscape Analysis and Market Dynamic
 - 12.2.1 Maternity Wear Competitive Landscape Analysis
 - 12.2.2 Global Key Manufacturers Headquarter Location and Key Area Sales
 - 12.2.3 Market Dynamic

13 KEY COMPANIES ANALYSIS

13.1 Destination Maternity

- 13.1.1 Destination Maternity Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.1.2 Destination Maternity Maternity Wear Product Portfolio
- 13.1.3 Destination Maternity Maternity Wear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.2 H&M

- 13.2.1 H&M Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.2.2 H&M Maternity Wear Product Portfolio
- 13.2.3 H&M Maternity Wear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.3 Gap

- 13.3.1 Gap Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.3.2 Gap Maternity Wear Product Portfolio
- 13.3.3 Gap Maternity Wear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.4 Mothercare

- 13.4.1 Mothercare Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.4.2 Mothercare Maternity Wear Product Portfolio
- 13.4.3 Mothercare Maternity Wear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.5 Thyme Maternity

- 13.5.1 Thyme Maternity Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.5.2 Thyme Maternity Maternity Wear Product Portfolio
- 13.5.3 Thyme Maternity Maternity Wear Market Data Analysis (Revenue, Sales, Price,

Gross Margin and Market Share) (2021-2025)

13.6 OCTmami

13.6.1 OCTmami Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.6.2 OCTmami Maternity Wear Product Portfolio

13.6.3 OCTmami Maternity Wear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.7 JoJo Maman Bebe

13.7.1 JoJo Maman Bebe Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.7.2 JoJo Maman Bebe Maternity Wear Product Portfolio

13.7.3 JoJo Maman Bebe Maternity Wear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.8 Seraphine

13.8.1 Seraphine Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.8.2 Seraphine Maternity Wear Product Portfolio

13.8.3 Seraphine Maternity Wear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.9 Happy House

13.9.1 Happy House Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.9.2 Happy House Maternity Wear Product Portfolio

13.9.3 Happy House Maternity Wear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.10 Hubo Mother

13.10.1 Hubo Mother Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.10.2 Hubo Mother Maternity Wear Product Portfolio

13.10.3 Hubo Mother Maternity Wear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.11 Liz Lange

13.11.1 Liz Lange Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.11.2 Liz Lange Maternity Wear Product Portfolio

13.11.3 Liz Lange Maternity Wear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.12 Tianxiang

13.12.1 Tianxiang Basic Company Profile (Employees, Areas Service, Competitors

and Contact Information)

13.12.2 Tianxiang Maternity Wear Product Portfolio

13.12.3 Tianxiang Maternity Wear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.13 Gennie's Maternity

13.13.1 Gennie's Maternity Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.13.2 Gennie's Maternity Maternity Wear Product Portfolio

13.13.3 Gennie's Maternity Maternity Wear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.14 Mamas & Papas

13.14.1 Mamas & Papas Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.14.2 Mamas & Papas Maternity Wear Product Portfolio

13.14.3 Mamas & Papas Maternity Wear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.15 Angeliebe

13.15.1 Angeliebe Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.15.2 Angeliebe Maternity Wear Product Portfolio

13.15.3 Angeliebe Maternity Wear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.16 Ripe Maternity

13.16.1 Ripe Maternity Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.16.2 Ripe Maternity Maternity Wear Product Portfolio

13.16.3 Ripe Maternity Maternity Wear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.17 Amoralia

13.17.1 Amoralia Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.17.2 Amoralia Maternity Wear Product Portfolio

13.17.3 Amoralia Maternity Wear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.18 Rosemadame

13.18.1 Rosemadame Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.18.2 Rosemadame Maternity Wear Product Portfolio

13.18.3 Rosemadame Maternity Wear Market Data Analysis (Revenue, Sales, Price,

Gross Margin and Market Share) (2021-2025)

13.19 Envie de Fraises

13.19.1 Envie de Fraises Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.19.2 Envie de Fraises Maternity Wear Product Portfolio

13.19.3 Envie de Fraises Maternity Wear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.20 Ingrid & Isabel

13.20.1 Ingrid & Isabel Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.20.2 Ingrid & Isabel Maternity Wear Product Portfolio

13.20.3 Ingrid & Isabel Maternity Wear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.21 Isabella Oliver

13.21.1 Isabella Oliver Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.21.2 Isabella Oliver Maternity Wear Product Portfolio

13.21.3 Isabella Oliver Maternity Wear Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

14.1 Maternity Wear Industry Chain Analysis

14.2 Maternity Wear Industry Raw Material and Suppliers Analysis

14.2.1 Maternity Wear Key Raw Material Supply Analysis

14.2.2 Raw Material Suppliers and Contact Information

14.3 Maternity Wear Typical Downstream Customers

14.4 Maternity Wear Sales Channel Analysis

15 RESEARCH FINDINGS AND CONCLUSION

16 METHODOLOGY AND DATA SOURCE

16.1 Methodology/Research Approach

16.2 Research Scope

16.3 Benchmarks and Assumptions

16.4 Data Source

16.4.1 Primary Sources

16.4.2 Secondary Sources

16.5 Data Cross Validation

16.6 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Global Maternity Wear Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Maternity Wear Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Maternity Wear Industry Development Status

Table 4: Maternity Wear Industry Development Trends

Table 5: Global Maternity Wear Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Maternity Wear Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Maternity Wear Revenue Market Share by Region (2020-2025)

Table 8: Global Maternity Wear Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Maternity Wear Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Maternity Wear Sales by Region (2020-2025) & (K Unit)

Table 11: Global Maternity Wear Sales Market Share by Region (2020-2025)

Table 12: Global Maternity Wear Sales Forecast by Region (2026-2032) & (K Unit)

Table 13: Global Maternity Wear Sales Market Share Forecast by Region (2026-2032)

Table 14: Global Maternity Wear Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 15: Global Maternity Wear Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 16: Global Maternity Wear Sales Analysis by Type (2020-2025) & (K Unit)

Table 17: Global Maternity Wear Sales Analysis Forecast by Type (2026-2032) & (K Unit)

Table 18: Global Maternity Wear Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 19: Global Maternity Wear Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 20: Global Maternity Wear Sales Analysis by Application (2020-2025) & (K Unit)

Table 21: Global Maternity Wear Sales Analysis Forecast by Application (2026-2032) & (K Unit)

Table 22: Key Maternity Wear Players in North America

Table 23: North America Maternity Wear Sales by Type (2020-2025) & (K Unit)

Table 24: North America Maternity Wear Sales by Type (2026-2032) & (K Unit)

- Table 25: North America Maternity Wear Revenue by Type (2020-2025) & (US\$ Million)
- Table 26: North America Maternity Wear Revenue by Type (2026-2032) & (US\$ Million)
- Table 27: North America Maternity Wear Sales by Application (2020-2025) & (K Unit)
- Table 28: North America Maternity Wear Sales by Application (2026-2032) & (K Unit)
- Table 29: North America Maternity Wear Revenue by Application (2020-2025) & (US\$ Million)
- Table 30: North America Maternity Wear Revenue by Application (2026-2032) & (US\$ Million)
- Table 31: North America Maternity Wear Revenue Market Size by Country (2020-2025) & (US\$ Million)
- Table 32: North America Maternity Wear Revenue Market Size by Country (2026-2032) & (US\$ Million)
- Table 33: North America Maternity Wear Sales Market Size by Country (2020-2025) & (K Unit)
- Table 34: North America Maternity Wear Sales Market Size by Country (2026-2032) & (K Unit)
- Table 35: Key Maternity Wear Players in Europe
- Table 36: Europe Maternity Wear Sales by Type (2020-2025) & (K Unit)
- Table 37: Europe Maternity Wear Sales by Type (2026-2032) & (K Unit)
- Table 38: Europe Maternity Wear Revenue by Type (2020-2025) & (US\$ Million)
- Table 39: Europe Maternity Wear Revenue by Type (2026-2032) & (US\$ Million)
- Table 40: Europe Maternity Wear Sales by Application (2020-2025) & (K Unit)
- Table 41: Europe Maternity Wear Sales by Application (2026-2032) & (K Unit)
- Table 42: Europe Maternity Wear Revenue by Application (2020-2025) & (US\$ Million)
- Table 43: Europe Maternity Wear Revenue by Application (2026-2032) & (US\$ Million)
- Table 44: Europe Maternity Wear Revenue Market Size by Country (2020-2025) & (US\$ Million)
- Table 45: Europe Maternity Wear Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)
- Table 46: Europe Maternity Wear Sales Market Size by Country (2020-2025) & (K Unit)
- Table 47: Europe Maternity Wear Sales Market Size Forecast by Country (2026-2032) & (K Unit)
- Table 48: Key Maternity Wear Players in China
- Table 49: China Maternity Wear Sales by Type (2020-2025) & (K Unit)
- Table 50: China Maternity Wear Sales by Type (2026-2032) & (K Unit)
- Table 51: China Maternity Wear Revenue by Type (2020-2025) & (US\$ Million)
- Table 52: China Maternity Wear Revenue by Type (2026-2032) & (US\$ Million)
- Table 53: China Maternity Wear Sales by Application (2020-2025) & (K Unit)
- Table 54: China Maternity Wear Sales by Application (2026-2032) & (K Unit)

Table 55: China Maternity Wear Revenue by Application (2020-2025) & (US\$ Million)

Table 56: China Maternity Wear Revenue by Application (2026-2032) & (US\$ Million)

Table 57: Key Maternity Wear Players in APAC (excl. China)

Table 58: APAC (excl. China) Maternity Wear Sales by Type (2020-2025) & (K Unit)

Table 59: APAC (excl. China) Maternity Wear Sales by Type (2026-2032) & (K Unit)

Table 60: APAC (excl. China) Maternity Wear Revenue by Type (2020-2025) & (US\$ Million)

Table 61: APAC (excl. China) Maternity Wear Revenue by Type (2026-2032) & (US\$ Million)

Table 62: APAC (excl. China) Maternity Wear Sales by Application (2020-2025) & (K Unit)

Table 63: APAC (excl. China) Maternity Wear Sales by Application (2026-2032) & (K Unit)

Table 64: APAC (excl. China) Maternity Wear Revenue by Application (2020-2025) & (US\$ Million)

Table 65: APAC (excl. China) Maternity Wear Revenue by Application (2026-2032) & (US\$ Million)

Table 66: APAC (excl. China) Maternity Wear Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 67: APAC (excl. China) Maternity Wear Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 68: APAC (excl. China) Maternity Wear Sales Market Size by Country (2020-2025) & (K Unit)

Table 69: APAC (excl. China) Maternity Wear Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 70: Key Maternity Wear Players in Latin America

Table 71: Latin America Maternity Wear Sales by Type (2020-2025) & (K Unit)

Table 72: Latin America Maternity Wear Sales by Type (2026-2032) & (K Unit)

Table 73: Latin America Maternity Wear Revenue by Type (2020-2025) & (US\$ Million)

Table 74: Latin America Maternity Wear Revenue by Type (2026-2032) & (US\$ Million)

Table 75: Latin America Maternity Wear Sales by Application (2020-2025) & (K Unit)

Table 76: Latin America Maternity Wear Sales by Application (2026-2032) & (K Unit)

Table 77: Latin America Maternity Wear Revenue by Application (2020-2025) & (US\$ Million)

Table 78: Latin America Maternity Wear Revenue by Application (2026-2032) & (US\$ Million)

Table 79: Latin America Maternity Wear Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 80: Latin America Maternity Wear Revenue Market Size Forecast by Country

(2026-2032) & (US\$ Million)

Table 81: Latin America Maternity Wear Sales Market Size by Country (2020-2025) & (K Unit)

Table 82: Latin America Maternity Wear Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 83: Key Maternity Wear Players in Middle East & Africa

Table 84: Middle East & Africa Maternity Wear Sales by Type (2020-2025) & (K Unit)

Table 85: Middle East & Africa Maternity Wear Sales by Type (2026-2032) & (K Unit)

Table 86: Middle East & Africa Maternity Wear Revenue by Type (2020-2025) & (US\$ Million)

Table 87: Middle East & Africa Maternity Wear Revenue by Type (2026-2032) & (US\$ Million)

Table 88: Middle East & Africa Maternity Wear Sales by Application (2020-2025) & (K Unit)

Table 89: Middle East & Africa Maternity Wear Sales by Application (2026-2032) & (K Unit)

Table 90: Middle East & Africa Maternity Wear Revenue by Application (2020-2025) & (US\$ Million)

Table 91: Middle East & Africa Maternity Wear Revenue by Application (2026-2032) & (US\$ Million)

Table 92: Middle East & Africa Maternity Wear Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 93: Middle East & Africa Maternity Wear Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 94: Middle East & Africa Maternity Wear Sales Market Size by Country (2020-2025) & (K Unit)

Table 95: Middle East & Africa Maternity Wear Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 96: Global Maternity Wear Market Sales by Key Manufacturers (2021-2025) & (K Unit)

Table 97: Global Maternity Wear Sales Market Share by Key Manufacturers (2021-2025)

Table 98: Global Maternity Wear Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)

Table 99: Global Maternity Wear Revenue Market Share by Key Manufacturers (2021-2025)

Table 100: Global Average Sales Price by Manufacturers (2021-2025) & (USD/Unit)

Table 101: Global Key Manufacturers Headquarter Location and Key Area Sales

Table 102: Market Mergers & Acquisitions, Expansion

Table 103: Destination Maternity Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 104: Destination Maternity Maternity Wear Product Portfolio

Table 105: Destination Maternity Maternity Wear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 106: H&M Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: H&M Maternity Wear Product Portfolio

Table 108: H&M Maternity Wear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 109: Gap Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 110: Gap Maternity Wear Product Portfolio

Table 111: Gap Maternity Wear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 112: Mothercare Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 113: Mothercare Maternity Wear Product Portfolio

Table 114: Mothercare Maternity Wear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 115: Thyme Maternity Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 116: Thyme Maternity Maternity Wear Product Portfolio

Table 117: Thyme Maternity Maternity Wear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 118: OCTmami Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 119: OCTmami Maternity Wear Product Portfolio

Table 120: OCTmami Maternity Wear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 121: JoJo Maman Bebe Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 122: JoJo Maman Bebe Maternity Wear Product Portfolio

Table 123: JoJo Maman Bebe Maternity Wear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 124: Seraphine Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 125: Seraphine Maternity Wear Product Portfolio

Table 126: Seraphine Maternity Wear Revenue (US\$ Million), Sales (K Unit), Price

(USD/Unit), Gross Margin and Market Share (2021-2025)

Table 127: Happy House Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 128: Happy House Maternity Wear Product Portfolio

Table 129: Happy House Maternity Wear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 130: Hubo Mother Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 131: Hubo Mother Maternity Wear Product Portfolio

Table 132: Hubo Mother Maternity Wear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 133: Liz Lange Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 134: Liz Lange Maternity Wear Product Portfolio

Table 135: Liz Lange Maternity Wear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 136: Tianxiang Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 137: Tianxiang Maternity Wear Product Portfolio

Table 138: Tianxiang Maternity Wear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 139: Gennie's Maternity Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 140: Gennie's Maternity Maternity Wear Product Portfolio

Table 141: Gennie's Maternity Maternity Wear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 142: Mamas & Papas Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 143: Mamas & Papas Maternity Wear Product Portfolio

Table 144: Mamas & Papas Maternity Wear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 145: Angeliebe Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 146: Angeliebe Maternity Wear Product Portfolio

Table 147: Angeliebe Maternity Wear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 148: Ripe Maternity Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 149: Ripe Maternity Maternity Wear Product Portfolio

Table 150: Ripe Maternity Maternity Wear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 151: Amoralia Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 152: Amoralia Maternity Wear Product Portfolio

Table 153: Amoralia Maternity Wear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 154: Rosemadame Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 155: Rosemadame Maternity Wear Product Portfolio

Table 156: Rosemadame Maternity Wear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 157: Envie de Fraises Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 158: Envie de Fraises Maternity Wear Product Portfolio

Table 159: Envie de Fraises Maternity Wear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 160: Ingrid & Isabel Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 161: Ingrid & Isabel Maternity Wear Product Portfolio

Table 162: Ingrid & Isabel Maternity Wear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 163: Isabella Oliver Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 164: Isabella Oliver Maternity Wear Product Portfolio

Table 165: Isabella Oliver Maternity Wear Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 166: Upstream Key Raw Material Price List

Table 167: Maternity Wear Raw Material Suppliers and Contact Information

Table 168: Maternity Wear Typical Customer List

Table 169: Maternity Wear Distributors List

List Of Figures

LIST OF FIGURES

- Figure 1: Maternity Wear Product Pictures
- Figure 2: Dresses Picture Scope
- Figure 3: Tops Picture Scope
- Figure 4: Bottoms Picture Scope
- Figure 5: Lingerie Picture Scope
- Figure 6: Supermarket & Mall Picture Scope
- Figure 7: Brand Store Picture Scope
- Figure 8: Maternity & Baby Store Picture Scope
- Figure 9: Online Picture Scope
- Figure 10: Global Maternity Wear Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)
- Figure 11: Global Maternity Wear Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)
- Figure 12: Global Maternity Wear Market Sales and Growth Rate Analysis (2020-2032) & (K Unit)
- Figure 13: Global Maternity Wear Market Price Trend Analysis (2020-2032) & (USD/Unit)
- Figure 14: Global Maternity Wear Market Size by Region (2020-2032) & (US\$ Million)
- Figure 15: Global Maternity Wear Market Share Scenario by Region in Percentage: 2025 Versus 2032
- Figure 16: Global Maternity Wear Sales Price by Region (2020-2032) & (K Unit)
- Figure 17: North America Maternity Wear Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 18: North America Maternity Wear Revenue Market Share by Players in 2024
- Figure 19: North America Maternity Wear Sales Market Share by Type (2020-2032)
- Figure 20: North America Maternity Wear Revenue Market Share by Type (2020-2032)
- Figure 21: North America Maternity Wear Sales Market Share by Application (2020-2032)
- Figure 22: North America Maternity Wear Revenue Market Share by Application (2020-2032)
- Figure 23: US Maternity Wear Revenue (2020-2032) & (US\$ Million)
- Figure 24: Canada Maternity Wear Revenue (2020-2032) & (US\$ Million)
- Figure 25: Europe Maternity Wear Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 26: Europe Maternity Wear Revenue Market Share by Players in 2024

- Figure 27:Europe Maternity Wear Sales Market Share by Type (2020-2032)
- Figure 28:Europe Maternity Wear Revenue Market Share by Type (2020-2032)
- Figure 29:Europe Maternity Wear Sales Market Share by Application (2020-2032)
- Figure 30:Europe Maternity Wear Revenue Market Share by Application (2020-2032)
- Figure 31:Germany Maternity Wear Revenue (2020-2032) & (US\$ Million)
- Figure 32:France Maternity Wear Revenue (2020-2032) & (US\$ Million)
- Figure 33:United Kingdom Maternity Wear Revenue (2020-2032) & (US\$ Million)
- Figure 34:Italy Maternity Wear Revenue (2020-2032) & (US\$ Million)
- Figure 35:Spain Maternity Wear Revenue (2020-2032) & (US\$ Million)
- Figure 36:Benelux Maternity Wear Revenue (2020-2032) & (US\$ Million)
- Figure 37:China Maternity Wear Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 38:China Maternity Wear Revenue Market Share by Players in 2024
- Figure 39:China Maternity Wear Sales Market Share by Type (2020-2032)
- Figure 40:China Maternity Wear Revenue Market Share by Type (2020-2032)
- Figure 41:China Maternity Wear Sales Market Share by Application (2020-2032)
- Figure 42:China Maternity Wear Revenue Market Share by Application (2020-2032)
- Figure 43:APAC (excl. China) Maternity Wear Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 44:APAC (excl. China) Maternity Wear Revenue Market Share by Players in 2024
- Figure 45:APAC (excl. China) Maternity Wear Sales Market Share by Type (2020-2032)
- Figure 46:APAC (excl. China) Maternity Wear Revenue Market Share by Type (2020-2032)
- Figure 47:APAC (excl. China) Maternity Wear Sales Market Share by Application (2020-2032)
- Figure 48:APAC (excl. China) Maternity Wear Revenue Market Share by Application (2020-2032)
- Figure 49:Japan Maternity Wear Revenue (2020-2032) & (US\$ Million)
- Figure 50:South Korea Maternity Wear Revenue (2020-2032) & (US\$ Million)
- Figure 51:India Maternity Wear Revenue (2020-2032) & (US\$ Million)
- Figure 52:Australia Maternity Wear Revenue (2020-2032) & (US\$ Million)
- Figure 53:Southeast Asia Maternity Wear Revenue (2020-2032) & (US\$ Million)
- Figure 54:Latin America Maternity Wear Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 55:Latin America Maternity Wear Revenue Market Share by Players in 2024
- Figure 56:Latin America Maternity Wear Sales Market Share by Type (2020-2032)
- Figure 57:Latin America Maternity Wear Revenue Market Share by Type (2020-2032)
- Figure 58:Latin America Maternity Wear Sales Market Share by Application (2020-2032)

Figure 59:Latin America Maternity Wear Revenue Market Share by Application (2020-2032)

Figure 60:Mexico Maternity Wear Revenue (2020-2032) & (US\$ Million)

Figure 61:Brazil Maternity Wear Revenue (2020-2032) & (US\$ Million)

Figure 62:Middle East & Africa Maternity Wear Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 63:Middle East & Africa Maternity Wear Revenue Market Share by Players in 2024

Figure 64:Middle East & Africa Maternity Wear Sales Market Share by Type (2020-2032)

Figure 65:Middle East & Africa Maternity Wear Revenue Market Share by Type (2020-2032)

Figure 66:Middle East & Africa Maternity Wear Sales Market Share by Application (2020-2032)

Figure 67:Middle East & Africa Maternity Wear Revenue Market Share by Application (2020-2032)

Figure 68:Saudi Arabia Maternity Wear Revenue (2020-2032) & (US\$ Million)

Figure 69:South Africa Maternity Wear Revenue (2020-2032) & (US\$ Million)

Figure 70:Global Maternity Wear Sales Market Share by Key Manufacturers in 2024

Figure 71:Global Maternity Wear Revenue Market Share by Key Manufacturers in 2024

Figure 72:Global Maternity Wear Industry Competition Landscape

Figure 73:Maternity Wear Industry Chain Analysis

Figure 74:Bottom-Up and Top-Down Research Methods

Figure 75:Key Interview Objectives

Figure 76:Data Cross Validation

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