

Apparel and Footwear in the US

<https://marketpublishers.com/r/A5502F2C2E5EN.html>

Date: November 2023

Pages: 92

Price: US\$ 2,100.00 (Single User License)

ID: A5502F2C2E5EN

Abstracts

Apparel and footwear in the US, which saw robust growth in 2021, encountered a noticeable deceleration in both current value and volume terms starting from 2022. This slowdown can primarily be attributed to the persistent inflation and ongoing economic uncertainty that have been affecting the market since 2022. Although 2023's inflation rate has been lower than that of 2022, consumer prices have continued to rise, defying historical patterns, as fashion brands pass mounting supply chain costs on...

Euromonitor International's Apparel and Footwear in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Apparel and Footwear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Apparel and Footwear in the US
Euromonitor International
November 2023

LIST OF CONTENTS AND TABLES

APPAREL AND FOOTWEAR IN THE US
EXECUTIVE SUMMARY
Apparel and footwear in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 2 Sales of Apparel and Footwear by Category: Value 2018-2023
Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
Table 7 Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
Table 10 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
Table 11 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
Table 12 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

WOMENSWEAR IN THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Apparel and Footwear in the US

Consumers continue to spend on womenswear, but buy less

Varied consumer perceptions of value shape polarised performances

The expansion of online marketplaces: Shein, Temu, and TikTok

PROSPECTS AND OPPORTUNITIES

Navigating economic uncertainties in the short term, with longer term optimism

Retailers continue to invest in omnichannel strategies

Shifting sustainability trends: Consumer sentiment and regulatory support

CATEGORY DATA

Table 13 Sales of Womenswear by Category: Volume 2018-2023

Table 14 Sales of Womenswear by Category: Value 2018-2023

Table 15 Sales of Womenswear by Category: % Volume Growth 2018-2023

Table 16 Sales of Womenswear by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Womenswear: % Value 2019-2023

Table 18 LBN Brand Shares of Womenswear: % Value 2020-2023

Table 19 NBO Company Shares of Women's Nightwear: % Value 2019-2023

Table 20 LBN Brand Shares of Women's Nightwear: % Value 2020-2023

Table 21 NBO Company Shares of Women's Outerwear: % Value 2019-2023

Table 22 LBN Brand Shares of Women's Outerwear: % Value 2020-2023

Table 23 NBO Company Shares of Women's Swimwear: % Value 2019-2023

Table 24 LBN Brand Shares of Women's Swimwear: % Value 2020-2023

Table 25 NBO Company Shares of Women's Underwear: % Value 2019-2023

Table 26 LBN Brand Shares of Women's Underwear: % Value 2020-2023

Table 27 Forecast Sales of Womenswear by Category: Volume 2023-2028

Table 28 Forecast Sales of Womenswear by Category: Value 2023-2028

Table 29 Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028

Table 30 Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

MENSWEAR IN THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Menswear continues to slightly outperform womenswear, while challenges remain

Men's growing focus on fashion and style is backed by diverse evidence

Multipurpose items thrive in an era of casual dress, hybrid working, and tight budgets

PROSPECTS AND OPPORTUNITIES

Menswear to see flat volume growth in the short term, but optimism for the long term

Menswear embraces inclusivity in terms of both size and gender

Generative AI expected to increasingly reshape menswear

CATEGORY DATA

Table 31 Sales of Menswear by Category: Volume 2018-2023

Table 32 Sales of Menswear by Category: Value 2018-2023

Table 33 Sales of Menswear by Category: % Volume Growth 2018-2023

Table 34 Sales of Menswear by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of Menswear: % Value 2019-2023

Table 36 LBN Brand Shares of Menswear: % Value 2020-2023

Table 37 NBO Company Shares of Men's Nightwear: % Value 2019-2023

Table 38 LBN Brand Shares of Men's Nightwear: % Value 2020-2023

Table 39 NBO Company Shares of Men's Outerwear: % Value 2019-2023

Table 40 LBN Brand Shares of Men's Outerwear: % Value 2020-2023

Table 41 NBO Company Shares of Men's Swimwear: % Value 2019-2023

Table 42 LBN Brand Shares of Men's Swimwear: % Value 2020-2023

Table 43 NBO Company Shares of Men's Underwear: % Value 2019-2023

Table 44 LBN Brand Shares of Men's Underwear: % Value 2020-2023

Table 45 Forecast Sales of Menswear by Category: Volume 2023-2028

Table 46 Forecast Sales of Menswear by Category: Value 2023-2028

Table 47 Forecast Sales of Menswear by Category: % Volume Growth 2023-2028

Table 48 Forecast Sales of Menswear by Category: % Value Growth 2023-2028

CHILDRENSWEAR IN THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Childrenswear negatively impacted by rising household and school costs

The decline of childrenswear specialists and the rise of general fashion players

Parents embrace health and wellness, driving demand for children's sportswear

PROSPECTS AND OPPORTUNITIES

Childrenswear will face economic headwinds and a declining birth rate

Driven by parental activism, childrenswear is increasingly embracing inclusivity

Connecting with children in the digital world to nurture next-generation loyalty

CATEGORY DATA

Table 49 Sales of Childrenswear by Category: Volume 2018-2023

Table 50 Sales of Childrenswear by Category: Value 2018-2023

Table 51 Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 52 Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 53 NBO Company Shares of Childrenswear: % Value 2019-2023

Table 54 LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 55 Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 56 Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 57 Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 58 Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

SPORTSWEAR IN THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sportswear continues to outperform non-sportswear in challenging times

Sports footwear outpaces sports apparel, in contrast to the situation in apparel and footwear more broadly

Continued consumer shift: Sportswear as everyday fashion

PROSPECTS AND OPPORTUNITIES

Sportswear will continue to outshine non-sportswear, yet faces deceleration

Unlocking success: Fostering brand loyalty amongst the next generation of consumers

Sportswear players will continue to invest in physical and digital immersive worlds

CATEGORY DATA

Table 59 Sales of Sportswear by Category: Value 2018-2023

Table 60 Sales of Sportswear by Category: % Value Growth 2018-2023

Table 61 NBO Company Shares of Sportswear: % Value 2019-2023

Table 62 LBN Brand Shares of Sportswear: % Value 2020-2023

Table 63 Distribution of Sportswear by Format: % Value 2018-2023

Table 64 Forecast Sales of Sportswear by Category: Value 2023-2028

Table 65 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

JEANS IN THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumer demand for jeans decreases, facing multiple challenges

Economy and standard jeans outperform premium and super premium jeans

Sustainability remains a crucial focus for players in jeans

PROSPECTS AND OPPORTUNITIES

Weak growth anticipated over the forecast period

Jeans set to see more inclusivity and diversity

Two keys to success: Improving comfort, and fashion

CATEGORY DATA

Table 66 Sales of Jeans by Category: Volume 2018-2023

Table 67 Sales of Jeans by Category: Value 2018-2023

Table 68 Sales of Jeans by Category: % Volume Growth 2018-2023
Table 69 Sales of Jeans by Category: % Value Growth 2018-2023
Table 70 Sales of Men's Jeans by Category: Volume 2018-2023
Table 71 Sales of Men's Jeans by Category: Value 2018-2023
Table 72 Sales of Men's Jeans by Category: % Volume Growth 2018-2023
Table 73 Sales of Men's Jeans by Category: % Value Growth 2018-2023
Table 74 Sales of Women's Jeans by Category: Volume 2018-2023
Table 75 Sales of Women's Jeans by Category: Value 2018-2023
Table 76 Sales of Women's Jeans by Category: % Volume Growth 2018-2023
Table 77 Sales of Women's Jeans by Category: % Value Growth 2018-2023
Table 78 NBO Company Shares of Jeans: % Value 2019-2023
Table 79 LBN Brand Shares of Jeans: % Value 2020-2023
Table 80 Forecast Sales of Jeans by Category: Volume 2023-2028
Table 81 Forecast Sales of Jeans by Category: Value 2023-2028
Table 82 Forecast Sales of Jeans by Category: % Volume Growth 2023-2028
Table 83 Forecast Sales of Jeans by Category: % Value Growth 2023-2028
Table 84 Forecast Sales of Men's Jeans by Category: Volume 2023-2028
Table 85 Forecast Sales of Men's Jeans by Category: Value 2023-2028
Table 86 Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028
Table 87 Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028
Table 88 Forecast Sales of Women's Jeans by Category: Volume 2023-2028
Table 89 Forecast Sales of Women's Jeans by Category: Value 2023-2028
Table 90 Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028
Table 91 Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028
HOSIERY IN THE US
KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumer demand for hosiery continues to decline

The ballet trend drives the return of leg warmers

PROSPECTS AND OPPORTUNITIES

Hosiery expected to deliver only low volume growth over the forecast period

Digital marketplaces will threaten leading hosiery brands

CATEGORY DATA

Table 92 Sales of Hosiery by Category: Volume 2018-2023

Table 93 Sales of Hosiery by Category: Value 2018-2023

Table 94 Sales of Hosiery by Category: % Volume Growth 2018-2023

Table 95 Sales of Hosiery by Category: % Value Growth 2018-2023

Table 96 NBO Company Shares of Hosiery: % Value 2019-2023

Table 97 LBN Brand Shares of Hosiery: % Value 2020-2023

Table 98 Forecast Sales of Hosiery by Category: Volume 2023-2028

Table 99 Forecast Sales of Hosiery by Category: Value 2023-2028

Table 100 Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028

Table 101 Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

APPAREL ACCESSORIES IN THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume demand for apparel accessories remains on a declining trajectory

Digital marketplaces becoming preferred destinations for purchases of apparel accessories

PROSPECTS AND OPPORTUNITIES

Apparel accessories faces a long road to recovery

Thriving in apparel accessories: Tapping into lifestyle and economic trends

CATEGORY DATA

Table 102 Sales of Apparel Accessories by Category: Volume 2018-2023

Table 103 Sales of Apparel Accessories by Category: Value 2018-2023

Table 104 Sales of Apparel Accessories by Category: % Volume Growth 2018-2023

Table 105 Sales of Apparel Accessories by Category: % Value Growth 2018-2023

Table 106 NBO Company Shares of Apparel Accessories: % Value 2019-2023

Table 107 LBN Brand Shares of Apparel Accessories: % Value 2020-2023

Table 108 Forecast Sales of Apparel Accessories by Category: Volume 2023-2028

Table 109 Forecast Sales of Apparel Accessories by Category: Value 2023-2028

Table 110 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028

Table 111 Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

FOOTWEAR IN THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Footwear sees another year of declining demand

Versatile footwear wins in an era of rising living costs

Footwear players continue their sustainability journey with diverse practices

PROSPECTS AND OPPORTUNITIES

Footwear expected to experience another reset year

Charting success: Differentiation and specialisation in footwear in the US

Footwear players expected to continue their investment in omnichannel strategies

CATEGORY DATA

Table 112 Sales of Footwear by Category: Volume 2018-2023

Table 113 Sales of Footwear by Category: Value 2018-2023

Table 114 Sales of Footwear by Category: % Volume Growth 2018-2023

Table 115 Sales of Footwear by Category: % Value Growth 2018-2023

Table 116 NBO Company Shares of Footwear: % Value 2019-2023

Table 117 LBN Brand Shares of Footwear: % Value 2020-2023

Table 118 Distribution of Footwear by Format: % Value 2018-2023

Table 119 Forecast Sales of Footwear by Category: Volume 2023-2028

Table 120 Forecast Sales of Footwear by Category: Value 2023-2028

Table 121 Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 122 Forecast Sales of Footwear by Category: % Value Growth 2023-2028

I would like to order

Product name: Apparel and Footwear in the US

Product link: <https://marketpublishers.com/r/A5502F2C2E5EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A5502F2C2E5EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970