

# Key Trends in the US Childrenswear and Children's Footwear Market

<https://marketpublishers.com/r/K43CB956B3D1EN.html>

Date: January 2023

Pages: 38

Price: US\$ 1,325.00 (Single User License)

ID: K43CB956B3D1EN

## Abstracts

US childrenswear and footwear showed greater resilience than wider apparel and footwear facing the COVID-19 crisis in 2020 and economic uncertainties in 2022. Fashion players, especially mid- to high-value players, are progressively relaunching childrenswear and introducing new collections. Catering to parents' and children's changing behaviour is increasingly critical as the market is more crowded than before and the US birth rate is expected to remain static and then decline from now to 2040.

Euromonitor International's Key Trends in the US Childrenswear and Children's Footwear Market global briefing offers an insight into to the size and shape of the apparel market, highlights buzz topics, emerging trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the clothing and footwear market - be they changes on the supply side, in channel dynamics, economic/ lifestyle /demographic influences or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

**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.

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