

# Menswear in India

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## Abstracts

Men's swimwear saw a strong decline in 2020, and continued to underperform in 2021, as the pandemic emerged and spread. The reason for this was the major COVID-19 waves which were experienced by India, which happened during the summer in each year, i.e., between March and June. Summer is the period when swimwear is usually in high demand in the country and, since children have holidays, family outings take place. However, the pandemic forced people to cancel holidays, which negatively impacted s...

Euromonitor International's Menswear in India 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:** Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

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

## Why buy this report?

Get a detailed picture of the Menswear 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

### MENSWEAR IN INDIA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Men's swimwear recovers due to the absence of a major wave of COVID-19  
Physical shopping returns as the pandemic situation eases  
Luxury apparel and footwear benefits from expanding online presence

#### PROSPECTS AND OPPORTUNITIES

Social media to act as a major catalyst to boost online sales  
Opportunity for retailers in plus size apparel during the forecast period  
Festive or ethnic wear to remain a growth area during the forecast period

#### CATEGORY DATA

Table 1 Sales of Menswear by Category: Volume 2017-2022  
Table 2 Sales of Menswear by Category: Value 2017-2022  
Table 3 Sales of Menswear by Category: % Volume Growth 2017-2022  
Table 4 Sales of Menswear by Category: % Value Growth 2017-2022  
Table 5 NBO Company Shares of Menswear: % Value 2018-2022  
Table 6 LBN Brand Shares of Menswear: % Value 2019-2022  
Table 7 NBO Company Shares of Men's Outerwear: % Value 2018-2022  
Table 8 LBN Brand Shares of Men's Outerwear: % Value 2019-2022  
Table 9 NBO Company Shares of Men's Swimwear: % Value 2018-2022  
Table 10 LBN Brand Shares of Men's Swimwear: % Value 2019-2022  
Table 11 NBO Company Shares of Men's Underwear: % Value 2018-2022  
Table 12 LBN Brand Shares of Men's Underwear: % Value 2019-2022  
Table 13 Forecast Sales of Menswear by Category: Volume 2022-2027  
Table 14 Forecast Sales of Menswear by Category: Value 2022-2027  
Table 15 Forecast Sales of Menswear by Category: % Volume Growth 2022-2027  
Table 16 Forecast Sales of Menswear by Category: % Value Growth 2022-2027

### APPAREL AND FOOTWEAR IN INDIA

## EXECUTIVE SUMMARY

Apparel and footwear in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

## MARKET DATA

Table 17 Sales of Apparel and Footwear by Category: Volume 2017-2022

Table 18 Sales of Apparel and Footwear by Category: Value 2017-2022

Table 19 Sales of Apparel and Footwear by Category: % Volume Growth 2017-2022

Table 20 Sales of Apparel and Footwear by Category: % Value Growth 2017-2022

Table 21 NBO Company Shares of Apparel and Footwear: % Value 2018-2022

Table 22 LBN Brand Shares of Apparel and Footwear: % Value 2019-2022

Table 23 Distribution of Apparel and Footwear by Format: % Value 2017-2022

Table 24 Distribution of Apparel and Footwear by Format and Category: % Value 2022

Table 25 Forecast Sales of Apparel and Footwear by Category: Volume 2022-2027

Table 26 Forecast Sales of Apparel and Footwear by Category: Value 2022-2027

Table 27 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2022-2027

Table 28 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2022-2027

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## SOURCES

Summary 1 Research Sources

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