

# Global Maternity Wear Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Maternity Wear market size was valued at USD 16400 million in 2023 and is forecast to a readjusted size of USD 21890 million by 2030 with a CAGR of 4.2% during review period.

Maternity wear is worn by women in some cultures as an adaptation to changes in body size during pregnancy. It is designed with a loose, comfortable cut which will expand as the woman's belly grows. Most designs also include elastic, tabs, and other methods of expansion which allow shirts and pants to be let out. Many women also wear maternity clothes after their pregnancies, until they have lost the pregnancy weight and they can fit into normal clothing again.

The global maternity wear market is competitive and fragmented with a small number of large global firm, and thousands of smaller local companies, the concentration of this market is very low. Top 10 players only occupy about 10% of the global market. Leading companies are Destination Maternity, H&M, Gap, Mothercare, Thyme Maternity, OCTmami, JoJo Maman B?b? and Seraphine.

The Global Info Research report includes an overview of the development of the Maternity Wear industry chain, the market status of Supermarket & Mall (Dresses, Tops), Brand Store (Dresses, Tops), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Maternity Wear.

Regionally, the report analyzes the Maternity Wear markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global

Maternity Wear market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Maternity Wear market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Maternity Wear industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Dresses, Tops).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Maternity Wear market.

**Regional Analysis:** The report involves examining the Maternity Wear market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Maternity Wear market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Maternity Wear:

**Company Analysis:** Report covers individual Maternity Wear manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Maternity Wear This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Supermarket & Mall,

Brand Store).

**Technology Analysis:** Report covers specific technologies relevant to Maternity Wear. It assesses the current state, advancements, and potential future developments in Maternity Wear areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Maternity Wear market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

### Market Segmentation

Maternity Wear market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

#### Market segment by Type

Dresses

Tops

Bottoms

Lingerie

#### Market segment by Application

Supermarket & Mall

Brand Store

Maternity & Baby Store

Online

Major players covered

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

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Maternity Wear product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Maternity Wear, with price, sales, revenue and global market share of Maternity Wear from 2019 to 2024.

Chapter 3, the Maternity Wear competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Maternity Wear breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Maternity Wear market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Maternity Wear.

Chapter 14 and 15, to describe Maternity Wear sales channel, distributors, customers, research findings and conclusion.

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