

Children's Dresses And Skirts Market Size, Share & Trends Analysis Report By Type (Dresses, Skirts), By Distribution Channel (Offline, Online), By Region (Asia Pacific, Europe) And Segment Forecasts, 2022 - 2028

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Abstracts

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Children's Dresses And Skirts Market Growth & Trends

The global children's dresses & skirts market size is estimated to reach USD 20.34 billion by 2028, registering a CAGR of 5.2% from 2022 to 2028, according to a new report by Grand View Research, Inc. Population growth in the Asia Pacific along with the rising consumer spending, growth of the organized retail sector, and rise in global brand awareness are anticipated to drive the market. Moreover, improvements in supply chain and logistics management are likely to increase efficiency and lower the risk factor, driving the market growth. The global apparel industry experienced a slump and reduced sales due to the pandemic-induced lockdown and restrictions. The manufacturing, transportation, trade, and sales activities were halted during the lockdown, which impacted the market.

However, with the resumed trade and business activities and relaxed restrictions, product sales and demand are expected to recover. Moreover, key players are using various marketing strategies to increase their customer base, such as offering exclusive deals and discounts through their online channels. The online distribution channels offer a variety of products at reasonable prices, which again attracts more customers. The global market was dominated by the dresses segment in 2021. Various types of attractive dresses, such as shirt dresses, wrap dresses, denim dresses, patterned dresses, ruffle dresses, etc. are available in the market. In addition, animal printed, floral

printed, motif-detailed dresses available with plain, embroidery, or embellished designs drive the segment growth.

Manufacturers are innovating and launching dresses with characters printed on them to increase product sales. The offline segment dominated the global market in 2021 and is estimated to retain its leading position during the forecast period. Offline distribution channels, such as departmental stores, superstores, wholesalers, and hypermarkets, are well-established. These channels are the primary choice and are used profoundly for shopping by elderly customers. Asia Pacific is anticipated to witness the fastest CAGR over the forecast period due to the increasing number of market entrants and rapid expansion of global and local brands. Increasing population and per capita income levels in India, China, Vietnam, etc. are creating favorable conditions for the apparel industry, which, in turn, is driving the market.

Children's Dresses And Skirts Market Report Highlights

Europe dominated the global market, in terms of revenue share, in 2021 and will expand further at a steady CAGR retaining its dominant position over the forecast period

The growth is attributed to the factors, such as the strong presence of well-established players and higher per capita spending

However, the market in the Asia Pacific is expected to register the fastest growth rate during the forecast period due to the presence of high growth potential markets, such as China and India

North America accounted for the second-largest revenue share in 2021. The region contributes highly to the product sales as it is the largest textile industry in the world

In addition, the presence of renowned apparel companies, such as The Children's Place Inc., Calvin Klein Inc., and GAP Inc., in North America is contributing to the market growth

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