

Maternity Wear Market Size, Share & Trends Analysis Report By Product (Outerwear, Innerwear, Nightwear), By Distribution Channel (Store-based, Online), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Maternity Wear Market Growth & Trends

The global maternity wear market size is expected to reach USD 30.87 billion by 2030, according to a new report by Grand View Research, Inc., expanding at a CAGR of 4.7% from 2025 to 2030. Growing focus on pregnancy fashion and rising number of pregnant working women in developing and emerging countries are likely to create robust demand for the market over the anticipated years.

Maternity clothing has been used in olden times, to hide the baby bump, regardless of the fit. But recently, women have become aware regarding the fitting of the clothes even when they are gestating. Augmenting fashion consciousness among new mothers has led to the boost in demand for outerwear under both the casual and office wear segments. Hence, companies such as Lifestyle and Fabindia have a reserved section for maternity wear that provides t-shirts, kurtis, palazzo, camis, jeans, and sweatpants with the classic, clean lines for women of all sizes.

Maternity wear is generally intended using a loose, suitable cut that could expand as the stomach of the woman grows. Most designs include elastic, tabs, stretchable fabric such as elastane, and spandex that allows the consumer extra-comfort in her gestating days. After pregnancy, many women also wear maternity clothes until they have lost the weight of pregnancy and can fit back into normal clothing. This is a major reason why the

demand for such segment is prominent for a mother even after her maternity period.

The outerwear category held the largest share of 35.9% in 2024 owing to a wide variety of sub-segments such as tops, tunics, overalls, jeans, and dresses available under various brands. Additionally, the innerwear segment in the maternity section has been growing substantially over the years as it caters to the needs of pregnant women undergoing several bodily changes during and also, after their pregnancy. Night shirts are a popular product under the innerwear category apart from lingerie. Clothing such as pajamas and night shirts from brands like Zara and Mom Store have been a popular choice amongst new moms and women who telecommute after a month or two of their deliveries.

Online shops and applications such as Myntra and Ebay are anticipated to expand at a CAGR of 5.3% from 2025 to 2030. Increasing amount of web customers, 24/7 accessibility, discounts and accessible deals, and easy access are the main variables influencing online business revenues. For example, Asos offers a variety of trendy and sensible maternity garments that addresses fresh moms' modern requirements. In addition, it provides boutique brands such as Mamalicious and New Look Maternity. The concept behind this partnership is to present its own in-house label for both small and large moms-to-be with specialty size ranges.

North America held the largest share of 27.42% in 2024 and is anticipated to witness significant growth over the expected years. This growth is attributed to increasing celebrity influence over social media such as Instagram and Facebook, along with the presence of big labels, such as Seraphine and Thyme Maternity, operating exclusively to cater to the needs of pregnant women across this region. Hence, an increase in the demand for plus sizes in formal wear under the outerwear section is a major factor contributing to the market growth.

Additionally, growing popularity of fashionable maternity apparels due to Kate Middleton's pregnancy is expected to boost the maternity sales, especially in European countries such as France and U.K. Additionally, many celebrities and bloggers such as Kayla Itsines are documenting their pregnancies through workout videos and posts via social media to market a specific brand of maternity wear.

A number of key players such as Seraphine, Firstcry, Asos, H&M, Amoralia, Arcadia Group, Mamacouture, Gap, Mothercare, and Isabella Oliver, are operating in this market. For instance, Marks and Spencer launched their Spring Collection 2019, catering to the demands of the millennial mothers across the globe.

Maternity Wear Market Report Highlights

The innerwear product segment accounted for 33.93% share of the total revenue in 2024 and is projected to exhibit a significant increase over the coming years

North America led the maternity wear market and held the largest share of 27.42% in 2024

APAC is the fastest growing region, expanding at a CAGR of 5.5% over the forecast period

Countries such as China, India, and Brazil have observed over the past few years due to fashion consciousness among new mothers, along with rising purchasing power parity of consumers

The industry is highly competitive in nature with the major players including Seraphine, Firstcry, Asos, H&M, Amoralia, Arcadia Group, Mamacouture, Gap, and Mothercare.

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