

# **Women's Coats And Jackets Market Size, Share & Trend Analysis Report By Weight (Light, Medium, Heavy), Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2022 - 2028**

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## **Abstracts**

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### **Women's Coats And Jackets Market Growth & Trends**

The global women's coats and jackets market size was estimated to reach USD 102.26 billion by 2028 and is expected to expand at a CAGR of 4.5% from 2022 to 2028, according to a new report by Grand View Research, Inc. The growth can be attributed to factors such as the increasing number of working women, continuously changing fashion trends, and increasing purchasing power. Manufacturers are focusing on increasing their customer base by reaching them in different ways such as through e-commerce platforms and offering discount schemes.

The heavyweight segment contributed to the 2nd largest revenue share of global market of more than 30.0% in 2021 and is expected to register a CAGR of 3.9% from 2022 to 2028. The heavyweight segment range is more than 450 g/. It includes fabrics such as leather, heavy wool materials, furs, and padded puffer fabrics. These products are used to protect the body from cold during snowfall and keep body warm. Thus contributing to the market revenue.

Offline distribution channel contributed to a larger market share of more than 75% in 2021. Offline channels include exclusive stores, hypermarkets and supermarkets, and retail stores. Manufacturers and marketers use the traditional retail channel for more sales. The segment includes organized retail channels which are more customer-

oriented and provide better services by selling a variety of apparel directly to the end-users. Additionally, these stores provide a choice of physical verification and trials & facility of products to the end-users and contribute to the market revenue.

Asia Pacific is anticipated to grow at the highest CAGR of 5.5% from 2022 to 2028. China and India are positively contributing to the growth of the market. With the largest growing population and increasing disposable income, the region is witnessing huge demand for apparel. Many multinational companies are expanding in this region due to low labor costs and easy availability of raw materials, which will lead to a more working population. Rising information technology is also positively contributing to the growth of the market. Thus, the region is projected to grow with the highest CAGR during the forecast period.

The initial strict lockdowns imposed by the governments of various nations due to the COVID-19 pandemic, coupled with the strict travel restrictions affected the market. This led to the cancelation of various sports events, exhibitions, and other public events across the world. Moreover, corporate offices were functional but with less number of employees while most employees were advised to work from home. Due to this, the market experienced a shortfall in the sales of apparel due to restricted production, disturbed supply chains, and reduced demand. Considering this short slack in market revenue, it is expected that the sector will soon witness healthy growth in the upcoming years after COVID-19 restrictions.

### Women's Coats And Jackets Market Report Highlights

Asia Pacific is forecast to grow with the highest CAGR of 5.5% from 2022 to 2028. With the largest growing population and increasing disposable income, the region is witnessing huge demand for the apparel market

Heavyweight segment contributed to the 2nd largest revenue share of global market of more than 30.0% in 2021. These products are used to keep the body warm and maintain its temperature during snowfall.

Offline distribution channel contributed to a larger market share of more than 75% in 2021 to the global market revenue. Offline stores provide a choice of physical verification and trials & facility of products to the end-users and contribute to the market revenue.

## Contents

### **CHAPTER 1. METHODOLOGY AND SCOPE**

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Market Outlook
- 2.2. Weight Outlook
- 2.3. Distribution Channel Outlook
- 2.4. Regional Outlook

### **CHAPTER 3. WOMEN'S COATS & JACKETS MARKET VARIABLES, TRENDS & SCOPE**

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
  - 3.3.1. Sales/Retail Channel Analysis
  - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
  - 3.4.1. Market Driver Analysis
  - 3.4.2. Market Restraint Analysis
  - 3.4.3. Industry Challenges
  - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
  - 3.5.1. Industry Analysis - Porter's
    - 3.5.1.1. Supplier Power

- 3.5.1.2. Buyer Power
- 3.5.1.3. Substitution Threat
- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Women's Coats & Jackets Market
- 3.7. Market Entry Strategies
- 3.8. Impact of COVID-19 on the Women's Coats & Jackets Market

## **CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Weight Adoption
- 4.4. Observations & Recommendations

## **CHAPTER 5. WOMEN'S COATS & JACKETS MARKET: WEIGHT ESTIMATES & TREND ANALYSIS**

- 5.1. Weight Movement Analysis & Market Share, 2021 & 2028
- 5.2. Light
  - 5.2.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 5.3. Medium
  - 5.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 5.4. Heavy
  - 5.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

## **CHAPTER 6. WOMEN'S COATS & JACKETS MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

- 6.1. Distribution Channel Movement Analysis & Market Share, 2021 & 2028
- 6.2. Online
  - 6.2.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 6.3. Offline
  - 6.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

## **CHAPTER 7. WOMEN'S COATS & JACKETS MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

- 7.1. Regional Movement Analysis & Market Share, 2021 & 2028

## 7.2. North America

7.2.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.2.2. Market Estimates and Forecast, by Weight, 2017 - 2028 (USD Million)

7.2.3. Market Estimates and Forecast, by Distribution Channel, 2017 - 2028 (USD Million)

7.2.4. U.S.

7.2.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.2.4.2. Market Estimates and Forecast, by Weight, 2017 - 2028 (USD Million)

7.2.4.3. Market Estimates and Forecast, by Distribution Channel, 2017 - 2028 (USD Million)

## 7.3. Europe

7.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.3.2. Market Estimates and Forecast, by Weight, 2017 - 2028 (USD Million)

7.3.3. Market Estimates and Forecast, by Distribution Channel, 2017 - 2028 (USD Million)

7.3.4. Germany

7.3.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.3.4.2. Market Estimates and Forecast, by Weight, 2017 - 2028 (USD Million)

7.3.4.3. Market Estimates and Forecast, by Distribution Channel, 2017 - 2028 (USD Million)

7.3.5. France

7.3.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.3.5.2. Market Estimates and Forecast, by Weight, 2017 - 2028 (USD Million)

7.3.5.3. Market Estimates and Forecast, by Distribution Channel, 2017 - 2028 (USD Million)

7.3.6. U.K.

7.3.6.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.3.6.2. Market Estimates and Forecast, by Weight, 2017 - 2028 (USD Million)

7.3.6.3. Market Estimates and Forecast, by Distribution Channel, 2017 - 2028 (USD Million)

## 7.4. Asia Pacific

7.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.4.2. Market Estimates and Forecast, by Weight, 2017 - 2028 (USD Million)

7.4.3. Market Estimates and Forecast, by Distribution Channel, 2017 - 2028 (USD Million)

7.4.4. China

7.4.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.4.4.2. Market Estimates and Forecast, by Weight, 2017 - 2028 (USD Million)

7.4.4.3. Market Estimates and Forecast, by Distribution Channel, 2017 - 2028 (USD Million)

Million)

#### 7.4.5. India

7.4.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.4.5.2. Market Estimates and Forecast, by Weight, 2017 - 2028 (USD Million)

7.4.5.3. Market Estimates and Forecast, by Distribution Channel, 2017 - 2028 (USD Million)

#### 7.5. Central & South America

7.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.5.2. Market Estimates and Forecast, by Weight, 2017 - 2028 (USD Million)

7.5.3. Market Estimates and Forecast, by Distribution Channel, 2017 - 2028 (USD Million)

#### 7.5.4. Brazil

7.5.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.5.4.2. Market Estimates and Forecast, by Weight, 2017 - 2028 (USD Million)

7.5.4.3. Market Estimates and Forecast, by Distribution Channel, 2017 - 2028 (USD Million)

#### 7.6. Middle East & Africa

7.6.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.6.2. Market Estimates and Forecast, by Weight, 2017 - 2028 (USD Million)

7.6.3. Market Estimates and Forecast, by Distribution Channel, 2017 - 2028 (USD Million)

#### 7.6.4. South Africa

7.6.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.6.4.2. Market Estimates and Forecast, by Weight, 2017 - 2028 (USD Million)

7.6.4.3. Market Estimates and Forecast, by Distribution Channel, 2017 - 2028 (USD Million)

## CHAPTER 8. COMPETITIVE ANALYSIS

8.1. Key Global Players, Recent Developments & their impact on the industry

8.2. Key Company/Competition Categorization (Key Innovators, Market Leaders, Emerging Players)

8.3. Vendor Landscape

8.3.1. Key Company Market Share Analysis, 2021

## CHAPTER 9. COMPANY PROFILES

9.1. Dior

9.1.1. Company Overview

- 9.1.2. Financial Performance
- 9.1.3. Product Benchmarking
- 9.1.4. Strategic Initiatives
- 9.2. CHANEL
  - 9.2.1. Company Overview
  - 9.2.2. Financial Performance
  - 9.2.3. Product Benchmarking
  - 9.2.4. Strategic Initiatives
- 9.3. Guccio Gucci S.p.A.
  - 9.3.1. Company Overview
  - 9.3.2. Financial Performance
  - 9.3.3. Product Benchmarking
  - 9.3.4. Strategic Initiatives
- 9.4. PRADA
  - 9.4.1. Company Overview
  - 9.4.2. Financial Performance
  - 9.4.3. Product Benchmarking
  - 9.4.4. Strategic Initiatives
- 9.5. Giorgio Armani S.p.A.
  - 9.5.1. Company Overview
  - 9.5.2. Financial Performance
  - 9.5.3. Product Benchmarking
  - 9.5.4. Strategic Initiatives
- 9.6. Burberry Group Plc
  - 9.6.1. Company Overview
  - 9.6.2. Financial Performance
  - 9.6.3. Product Benchmarking
  - 9.6.4. Strategic Initiatives
- 9.7. Dolce & Gabbana S.r.l.
  - 9.7.1. Company Overview
  - 9.7.2. Financial Performance
  - 9.7.3. Product Benchmarking
  - 9.7.4. Strategic Initiatives
- 9.8. Gianni Versace S.r.l.
  - 9.8.1. Company Overview
  - 9.8.2. Financial Performance
  - 9.8.3. Product Benchmarking
  - 9.8.4. Strategic Initiatives
- 9.9. Louis Vuitton, Inc.

- 9.9.1. Company Overview
- 9.9.2. Financial Performance
- 9.9.3. Product Benchmarking
- 9.9.4. Strategic Initiatives



## List Of Tables

### LIST OF TABLES

1. Women's Coats & Jackets Market - Key Market Driver Analysis
2. Women's Coats & Jackets Market - Key Market Restraint Analysis
3. Global Light Women's Coats & Jackets Market Estimates and Forecast By Weight, From 2017 - 2028 (USD Million)
4. Global Medium Women's Coats & Jackets Market Estimates and Forecast By Weight, From 2017 - 2028 (USD Million)
5. Global Heavy Women's Coats & Jackets Market Estimates and Forecast By Weight, From 2017 - 2028 (USD Million)
6. Global Women's Coats & Jackets Market Estimates and Forecast By Offline, From 2017 - 2028 (USD Million)
7. Global Women's Coats & Jackets Market Estimates and Forecast By Online, From 2017 - 2028 (USD Million)
8. Global Women's Coats & Jackets Market Estimates and Forecast, By Region 2017 - 2028 (USD Million)
9. Global Women's Coats & Jackets Market Estimates and Forecast By Weight, 2017 - 2028 (USD Million)
10. Global Women's Coats & Jackets Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
11. North America Women's Coats & Jackets Market Estimates and Forecast, 2017 - 2028 (USD Million)
12. North America Women's Coats & Jackets Market Revenue Estimates and Forecast, By Weight, 2017 - 2028 (USD Million)
13. North America Women's Coats & Jackets Market Revenue Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)
14. U.S. Women's Coats & Jackets Market Estimates and Forecast, 2017 - 2028 (USD Million)
15. U.S. Women's Coats & Jackets Market Estimates and Forecast By Weight, 2017 - 2028 (USD Million)
16. U.S. Women's Coats & Jackets Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
17. Europe Women's Coats & Jackets Market Estimates and Forecast, 2017 - 2028 (USD Million)
18. Europe Women's Coats & Jackets Market Estimates and Forecast By Weight, 2017 - 2028 (USD Million)
19. Europe Women's Coats & Jackets Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)

20. Germany Women's Coats & Jackets Market Estimates and Forecast, 2017 - 2028 (USD Million)
21. Germany Women's Coats & Jackets Market Estimates and Forecast By Weight, 2017 - 2028 (USD Million)
22. Germany Women's Coats & Jackets Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
23. France Women's Coats & Jackets Market Estimates and Forecast, 2017 - 2028 (USD Million)
24. France Women's Coats & Jackets Market Estimates and Forecast By Weight, 2017 - 2028 (USD Million)
25. France Women's Coats & Jackets Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
26. U.K. Women's Coats & Jackets Market Estimates and Forecast, 2017 - 2028 (USD Million)
27. U.K. Women's Coats & Jackets Market Estimates and Forecast By Weight, 2017 - 2028 (USD Million)
28. U.K. Women's Coats & Jackets Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
29. Asia Pacific Women's Coats & Jackets Market Estimates and Forecast, 2017 - 2028 (USD Million)
30. Asia Pacific Women's Coats & Jackets Market Estimates and Forecast By Weight, 2017 - 2028 (USD Million)
31. Asia Pacific Women's Coats & Jackets Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
32. China Women's Coats & Jackets Market Estimates and Forecast, 2017 - 2028 (USD Million)
33. China Women's Coats & Jackets Market Estimates and Forecast By Weight, 2017 - 2028 (USD Million)
34. India Women's Coats & Jackets Market Estimates and Forecast, 2017 - 2028 (USD Million)
35. India Women's Coats & Jackets Market Estimates and Forecast By Weight, 2017 - 2028 (USD Million)
36. India Women's Coats & Jackets Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
37. Central & South America Women's Coats & Jackets Market Estimates and Forecast, 2017 - 2028 (USD Million)
38. Central & South America Women's Coats & Jackets Market Estimates and Forecast By Weight, 2017 - 2028 (USD Million)
39. Central & South America Women's Coats & Jackets Market Estimates and

Forecast By Distribution Channel, 2017 - 2028 (USD Million)

40. Brazil Women's Coats & Jackets Market Estimates and Forecast, 2017 - 2028 (USD Million)

41. Brazil Women's Coats & Jackets Market Estimates and Forecast By Weight, 2017 - 2028 (USD Million)

42. Brazil Women's Coats & Jackets Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)

43. Middle East & Africa Women's Coats & Jackets Market Estimates and Forecast, 2017 - 2028 (USD Million)

44. Middle East & Africa Women's Coats & Jackets Market Estimates and Forecast By Weight, 2017 - 2028 (USD Million)

45. Middle East & Africa Women's Coats & Jackets Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)

46. South Africa Women's Coats & Jackets Market Estimates and Forecast, 2017 - 2028 (USD Million)

47. South Africa Women's Coats & Jackets Market Estimates and Forecast By Weight, 2017 - 2028 (USD Million)

48. South Africa Women's Coats & Jackets Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)

49. Vendor Landscape

## List Of Figures

### LIST OF FIGURES

1. Women's Coats & Jackets Market Snapshot
2. Women's Coats & Jackets Market Segmentation & Scope
3. Women's Coats & Jackets Market Penetration & Growth Prospect Mapping
4. Women's Coats & Jackets Market Value Chain Analysis
5. Women's Coats & Jackets Market Dynamics
6. Women's Coats & Jackets Market Porter's Analysis
7. Women's Coats & Jackets Market: Weight Movement Analysis
8. Women's Coats & Jackets Market: Distribution Channel Movement Analysis
9. Women's Coats & Jackets Market: Regional Movement Analysis

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