

Women's Dresses & Skirts Market Size, Share & Trends Analysis Report By Fiber (Cotton, Polyester, Cellulosic), Type (Dresses, Skirts), Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2022 - 2028

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Abstracts

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Women's Dresses & Skirts Market Growth & Trends

The global women's dresses & skirts market size was estimated to reach USD 218.50 billion by 2028 and is expected to expand at a CAGR of 5.0% from 2022 to 2028, according to a new report by Grand View Research, Inc. This 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.

Polyester segment contributed the largest revenue share to the global market of more than 45.0% in 2021 and is expected to register a CAGR of 4.5% from 2022 to 2028. Polyester is a synthetic type of fiber, that contains compounds of the ester functional group. This is obtained from petroleum and is one of the most popular in the textile industry. The segment is durable and relatively more economic material used for manufacturing apparel products. Consumers prefer apparel made from polyester, as it is resistant to all types of environmental conditions.

Dresses segment contributed a larger share of more than 70% in 2021 to the global market revenue and is anticipated to exhibit a CAGR of 4.9% from 2022 to 2028. The

dresses are the first choice by women to wear traditionally. Dresses vary depending on the season, fashion, and modesty as formal or casual as per individuals' choice. Thus, the segment contributed more to the market revenue.

Offline distribution channels contributed to a larger market share of more than 75% in 2021. Offline channels include sports stores, distributors, 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. Thus offline segment contributes more to the market revenue.

Asia Pacific is expected to expand at the highest CAGR of 5.7% 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 manufacturers are establishing their industrial base in this region. Thus, the region is projected to exhibit the highest CAGR during the forecast period.

Women's Dresses & Skirts Market Report Highlights

Europe accounted for the largest market share of more than 30% in 2021. This is attributed to the higher consumer spending on the product, high product awareness, and well-established distribution network of key players

Cellulosic segment is estimated to register the highest growth rate over the forecast period, with a CAGR of 6.5%. The increasing trend of sustainability and rising demand for eco-friendly products are expected to boost the segmental growth

Skirts segment is anticipated to register the highest growth rate of CAGR of 5.7% over the forecast period owing to the increasing product launches of trendy skirts and changing consumer profiles with shifting fashion attitudes.

Online distribution channel is estimated to register a CAGR of 6.6% from 2022 to 2028. Increasing penetration of internet services and increasing consumer demand for online platforms are likely to drive the demand for the online segment.

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