

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

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Abstracts

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Women's Shirts & Blouses Market Growth & Trends

The global women's shirts & blouses market size is estimated to reach USD 157.56 billion by 2028 and is expected to expand at a CAGR of 5.1% from 2022 to 2028, according to a new report by Grand View Research, Inc. The global demand for women's shirts & blouses is driven by the rapidly-growing working-class population, mostly in the Asia Pacific.

The enhanced production capability and automation of manufacturing processes are resulting in the massive production of apparel conveniently at a lower cost. This reduces the overall end price of the product available to the consumers. The lower prices and heightened product launches are expected to drive market growth during the forecast period.

The outbreak of COVID-19 affected the overall apparel and fashion industry. The pandemic resulted in various lockdowns and government restrictions on numerous activities. International travel was banned, trade activities were halted, shopping malls and stores were shut down, and production was frozen. Also, consumer influx at the stores reduced alarmingly as a precautionary measure, leading to declined sales. Over the forecast period, the market is estimated to recover and expand at a promising growth rate, with the resumption of various market activities.

The cotton segment accounted for the 2nd highest market revenue share of the global market. In 2021, the cotton segment accounted for over 31% of the market revenue share in the global women's shirts and blouses industry and is anticipated to expand at a CAGR of 5.4% from 2022 to 2028. Cotton is breathable, and an excellent moisture and sweat absorbent. It is mostly used in the textile industry to make apparels that are suitable for warm conditions and absorb sweat efficiently. The eco-friendly nature of cotton also contributes to the higher preference from consumers, since the material is soft on the skin and has no irritable effect.

The offline distribution segment accounted for the highest market share in the global women's shirts & blouses space. The segment share amounted to around 79% in 2021. Offline channels include exclusive stores, hypermarkets and supermarkets, shopping malls, wholesalers, and retail stores. These offline stores provide a physical verification and trial facility of products, thus influencing consumer sentiments and registering a higher market share in the global market.

Asia Pacific is anticipated to expand at the highest CAGR of 6.1% from 2022 to 2028. The market growth is significantly attributed to the increasing consumer demand in China and India. The rising population in countries and changing consumer fashion attitudes are also credited for the market growth during the forecast period. The increasing disposable income and growing distribution channels including online and offline are likely to propel regional advancement. Many multinational companies are expanding their foothold in this region due to low labor costs and the easy availability of raw materials, which drives the market growth.

Women's Shirts & Blouses Market Report Highlights

Europe accounted for the largest market share in 2021. The higher consumer spending capacity, product awareness, and strong presence of key players are credited for the dominant market share

The cellulosic segment is estimated to register the highest CAGR of 7.4% during the forecast period. Sustainable procurement and the eco-friendly nature of the segment are likely to drive the popularity of the cellulosic fabric

The online distribution channel segment is estimated to witness a strong CAGR of 6.5% during the projection period, owing to the increasing consumer demand and technological developments

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