

Women's T-shirts 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 T-shirts Market Growth & Trends

The global women's T-shirts market size was estimated to reach USD 161.69 billion by 2028, expanding at a compound annual growth rate (CAGR) of 6.1% from 2021 to 2028, according to a new report by Grand View Research, Inc. This growth can be attributed to factors such as easy-to-wear, being more comfortable, and being suitable for all the seasons. Additionally, rising per capita income and purchasing power, coupled with changing fashion trends across the globe, are contributing to the growth of this market. Moreover, apparel manufacturers adopt automatic machines to increase production and reduce the cost associated with them.

The cotton segment contributed the second-largest revenue share to the global market of more than 30.0% in 2021 and is forecast to expand with a CAGR of 6.6% from 2022 to 2028. Cotton is breathable and absorbent and is mostly used in the textile industry to make the human body warm during cool weather and absorb sweat. Cotton is one of the important preferences of industry compare to other synthetic and natural fibers, as it does not have side effects on the skin and offers comfort. This contributes to the market revenue.

Offline distribution channels 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, thus contributing to the market revenue.

Europe contributed the largest market share of more than 30% in 2021. Well-developed economic countries such as Germany, the U.K., and France are positively contributing to the market revenue. Financially independent population, higher per capita income, and changing fashion trends are major factors expected to impact the growth of the market in this region. Thus, this region contributes most to the market revenue.

In the case of COVID-19 pandemics or lockdown situations, various countries restrict or require citizens to stay at home as a precautionary measure. Citizens were at home due to pandemic restrictions. Though there is a demand for T-shirts, manufacturers cannot supply products due to the restricted production and disturbed supply chains. Thus, the market experienced a shortfall in the sales of apparel. As a result of this shortfall in market revenues, it is expected that the sector will soon witness healthy growth after COVID-19 restrictions are lifted.

Women's T-shirts Market Report Highlights

Europe contributed the largest market share of more than 30% in 2021. Financially independent population, higher per capita income, and changing fashion trends are major factors expected to impact the growth of the market

The cotton segment contributed to the second-largest revenue share in the global market of more than 30.0% in 2021. Cotton is one of the important preferences of industry compare to other synthetic and natural fibers as it does not have side effects on the skin and offers comfort

Offline distribution channels contributed to a larger market share of more than 75% in 2021. 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

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