

Women's Trousers 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 Trousers Market Growth & Trends

The global women's trousers market size was estimated at USD 293.06 billion by 2028 and is expected to expand at a CAGR of 4.7% from 2022 to 2028, according to a new report by Grand View Research, Inc. This can be attributed to the factors such as the increasing number of working women, rising per capita income, and purchasing power. Additionally, rising corporate culture across the globe is contributing to the growth of this market. Moreover, apparel manufacturers are adopting automatic machines to increase production and at the same time making efforts to reduce the cost associated with it.

Cotton segment contributed the 2nd largest revenue share to the global market of over 30% in 2021 and is projected to expand at a CAGR of 5.0% 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 preferable fibers in the industry when compared 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.

The key players are offering various deals and discounts through their online platform to attract a wide number of customers thereby accelerating the market growth. The current trends such as 3D trials are being highly adopted among the young population to try

their looks which is another factor surging the market growth. Hence, these factors are expected to generate huge sales during the forecast period.

Offline distribution channels contributed to a larger market share of around 80% 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.

Asia Pacific is anticipated to exhibit 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 multinational companies are expanding their foothold 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 emerge 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 a minimum 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 Trousers Market Report Highlights

Asia Pacific is forecast to grow with the highest CAGR of 5.7% from 2022 to 2028. Multiple 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

Central & South America is forecast to grow with the 2nd highest CAGR of 5.2% from 2022 to 2028. The growing investments from big players such as H&M, and

Forever 21 operating in the fashion market have shown interest in expanding their customer reach in this region which is going to create more opportunities during the forecast period

Cotton segment contributed the 2nd largest revenue share to the global market of more than 30% in 2021. Cotton is one of the most preferable fibers in the industry compared 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 around 80% 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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