

# **Children's Wear Market Report by Product Category (Apparel, Footwear, and Others), Consumer Group (Infant (0-12 Months), Toddler (1-3yrs), Preschool (3-5yrs), Gradeschooler (5-12yrs)), Gender (Boys, Girls, Unisex), Distribution Channel (Offline, Online), and Region 2024-2032**

<https://marketpublishers.com/r/C343F22AA51BEN.html>

Date: March 2024

Pages: 145

Price: US\$ 3,899.00 (Single User License)

ID: C343F22AA51BEN

## **Abstracts**

The global children's wear market size reached US\$ 289.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 430.2 Billion by 2032, exhibiting a growth rate (CAGR) of 4.4% during 2024-2032.

Children's wear refers to the apparel designed for kids belonging to the age group of 0 months to 12 years. It consists of innerwear, outerwear, nightwear, socks and tights, which are manufactured using materials, such as hosiery, cotton-, polyester-, silk- and satin-based fabrics. In comparison to clothing for adults, they are usually more casual, comfortable, and flexible, have higher fabric quality, and are fit for play and rest. Individual clothing lines are widely available in the market for both boys and girls, along with gender-neutral clothing offering apparel in a wide variety of styles, colors and cloth material, depending upon the requirements of the wearer.

The rapidly increasing global population is one of the key factors driving the growth of the market. Furthermore, the rising consumer demand for premium and branded apparel is also providing a boost to the market. Owing to the increasing expenditure capacities and changing lifestyles, parents prefer to purchase high-quality premium apparel to ensure the optimum comfort and safety for their child. Additionally, the emerging trend of matching outfits such as mommy and me and mini-me dresses, along with the introduction of clothing lines influenced by increasing exposure to celebrities, is

positively impacting the product sales. Vendors are manufacturing small replicas of adult-size dresses for kids that are similar to the outfits worn by parents or celebrities. Moreover, factors such as rapid urbanization, aggressive promotional activities by manufacturers, along with the development of the online retailing market that provides hassle-free shopping experience, while offering a wide range of options to the consumers, are projected to drive the market further. Other factors driving the market growth include rising brand-consciousness among children and parents, the growing impact of television and mass-media, and active participation of celebrities in campaigns and advertisements of different brands.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global children's wear market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on product category, consumer group, gender and distribution channel.

#### Breakup by Product Category:

- Apparel
- Footwear
- Others

#### Breakup by Consumer Group:

- Infant (0-12 Months)
- Toddler (1-3yrs)
- Preschool (3-5yrs)
- Gradeschooler (5-12yrs)

#### Breakup by Gender:

- Boys
- Girls
- Unisex

#### Breakup by Distribution Channel:

- Offline
- Online

### Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

### Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the top children's wear companies being Adidas AG, Benetton Group Srl, Carter's, Inc., Cotton On Clothing Pty Ltd, DIESEL USA Inc., Dolce&Gabbana S.r.l., Esprit Global Image GmbH, Fruit of the Loom, Inc., Kimberly-Clark Corporation, Levi Strauss & Co., Mothercare plc, NIKE, Inc., The Children's Place, Inc., Gap Inc., and V.F. Corporation, etc.

IMARC Group's latest report provides a deep insight into the global children's wear market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers

and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the children's wear industry in any manner.

#### Key Questions Answered in This Report:

How has the global children's wear market performed so far and how will it perform in the coming years?

What are the key regional markets in the global children's wear industry?

What has been the impact of COVID-19 on the global children's wear market?

What is the breakup of the market based on the distribution channel?

What is the breakup of the market based on the gender?

What is the breakup of the market based on the consumer group?

What is the breakup of the market based on the product category?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global children's wear market and who are the key players?

What is the degree of competition in the industry?

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