

Women Apparel Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global women apparel market size reached US\$ 965.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 1,207.4 Billion by 2028, exhibiting a growth rate (CAGR) of 3.5% during 2023-2028.

Women's apparel is a broad category of products, including formal wear to casual and ethnic clothing. In recent years, the inflating disposable incomes, along with the rising influence of social media, celebrity endorsements and fashion magazines, have escalated the demand for luxury and premium apparel across the globe. As a result, leading brands are providing exclusive high fashion clothing items in different sizes and price segments for fashion-conscious individuals. The industry is also witnessing a shift in consumer preferences toward environment-friendly apparel on account of changing lifestyles and the growing trend of sustainable fashion.

Women Apparel Market Trends:

The rising influence of e-commerce platforms is one of the key factors driving the global women's apparel market. As online retail stores offer convenience, faster delivery, discount coupons and easy accessibility, payments and return policies to consumers, they are rapidly gaining traction among customers. Additionally, owing to the increasing female workforce participation, leading manufacturers are focusing on the introduction of new designs and styles in formal wear. They are also introducing trendy clothes with different fabrics, patterns, styles, colors and designs to keep consumers updated with the latest fashion trends.

The growing concept of visual merchandising and fashion rental services is also increasing the sales of branded apparels. Apart from this, the adoption of innovative

strategies, such as mass customization and personalization, and 3D knitting machines, to reduce production costs and improve quality, are anticipated to bolster the market growth in the upcoming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global women apparel market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, season and distribution channel.

Breakup by Product Type:

- Tops and Dresses
- Bottom Wear
- Innerwear and Sleepwear
- Coats, Jackets and Suits
- Ethnic Wear
- Others

Breakup by Season:

- Summer Wear
- Winter Wear
- All Season Wear

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Exclusive Stores
- Multi-Brand Retail Outlets
- Online Stores
- Others

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 key players being Adidas AG, Burberry Group Plc, Dolce & Gabbana, Forever21, Giorgio Armani S.p.A., Industria de Dise?o Textil S.A., Kering, L Brands Inc., LVMH, PVH Corp., Prada S.p.A. and Uniqlo Co. Ltd. (Fast Retailing Co. Ltd.).

Key Questions Answered in This Report

1. What was the size of the global women apparel market in 2022?
2. What is the expected growth rate of the global women apparel market during 2023-2028?
3. What are the key factors driving the global women apparel market?
4. What has been the impact of COVID-19 on the global women apparel market?
5. What is the breakup of the global women apparel market based on the product type?
6. What is the breakup of the global women apparel market based on the season?
7. What is the breakup of the global women apparel market based on distribution channel?
8. What are the key regions in the global women apparel market?

9. Who are the key players/companies in the global women apparel market?

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