

Women Apparel Market Report by Product Type (Tops and Dresses, Bottom Wear, Innerwear and Sleepwear, Coats, Jackets and Suits, Ethnic Wear, and Others), Season (Summer Wear, Winter Wear, All Season Wear), Distribution Channel (Supermarkets and Hypermarkets, Exclusive Stores, Multi-Brand Retail Outlets, Online Stores, and Others), and Region 2024-2032

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Abstracts

The global women apparel market size reached US\$ 1,002.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 1,356.2 Billion by 2032, exhibiting a growth rate (CAGR) of 3.3% during 2024-2032. The rising influence of social media, advent of sustainable women apparel, and easy availability represent some of the key factors driving the market.

Changing Fashion and Aesthetic Trends Augmenting Market Growth

The women apparel market has been experiencing continuous growth. The emerging fashion trends and the rising influence of social media represent one of the primary drivers resulting in the increasing sales of women apparel. The fashion industry caters to a diverse range of consumers with different age groups, lifestyles, occasions, styles, and preferences.

Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

What is Women apparel?

Women apparel refers to the garments designed for and worn by women. It comprises t-shirts, jeans, leggings, shorts, skirts, tops, shirts, denim, sports, winter, casual, night, and ethnic wear. It is manufactured in various colors, sizes, and designs using comfortable fabrics, such as cotton, nylon, rayon, wool, and denim. It helps in improving the style and self-expression, offering comfort, boosting confidence, and protecting from the environmental impact like warmth in cold weather or sun prevention in hot weather. It is commonly available according to different seasons and cultural backgrounds that differ based on the sizes, colors, patterns and prints, fabric materials, and type of apparel.

COVID-19 Impact:

The COVID-19 pandemic outbreak has caused a significant impact on the women apparel industry and imposed unprecedented challenges on numerous countries. As the virus spread globally, many countries-imposed lockdown and social distancing measures, which led to a decline in consumer spending. This directly impacted the apparel industry, with several retailers and manufacturers experiencing reduced sales and profits. It also created a severe disturbance in the supply chain with many factories and production facilities forced to shut down or operate at reduced capacity due to safety concerns. This disrupted the flow of goods and caused delays in shipments resulting in a shortage of inventory for retailers. In addition, with people working from home, there was a shift in demand for clothing with improved comfort and casual wear. This led to a decline in sales of formal wear and occasion wear.

Women Apparel Market Trends:

There is an increase in consumer preferences for premium-quality women apparel, such as Indo-western clothes, jogger style jeans, and formal and informal clothes, which are available in innovative designs and trendy styles. This, coupled with the rising consciousness among individuals about their physical appearances, represents one of the major factors bolstering the market growth around the world. Moreover, product manufacturers are introducing environmentally sustainable women apparel manufactured using recyclable cloth materials and other novel variants to meet the requirement of consumers with sensitive skins to expand their consumer base. They are also focusing on financing various promotional activities like celebrity and social media influencer endorsements to improve their existing sales and profitability. In addition, rapid urbanization, busy lifestyles, and expanding purchasing power of consumers are driving the sales of women apparel through online retail channels that offer easy availability, convenience, vast product catalogs, discounted deals, and numerous

payment methods. Apart from this, the growing trend of visual merchandising and fashion rental services is creating a positive outlook for the market. Furthermore, the increasing adoption of 3D knitting machines and rising collaboration between brands are strengthening the growth of the market.

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 2024-2032. Our report has categorized the market based on product type, season and distribution channel.

Product Type Insights:

Tops and Dresses

Bottom Wear

Innerwear and Sleepwear

Coats, Jackets and Suits

Ethnic Wear

Others

The report has provided a detailed breakup and analysis of the women apparel market based on the product type. This includes tops and dresses, bottom wear, innerwear and sleepwear, coats, jackets and suits, ethnic wear and others. According to the report, tops and dresses represented the largest segment due to the easy availability of a various designs in accordance with seasonal demand and requirements. Moreover, changing fashion trends is influencing the market positively. Some of the other factors impelling the market growth include the growing number of working women, increasing per capita income, and increased consumer spending capacity.

Season Insights:

Summer Wear

Winter Wear

All Season Wear

A detailed breakup and analysis of the women apparel market based on the season has also been provided in the report. This includes summer wear, winter wear, and all season wear. According to the report, winter wear accounted for the largest market

share as it is designed to keep the wearer warm and comfortable during the colder months. Moreover, it is available in various styles, colors, and designs that can be worn for various occasions.

Distribution Channel Insights:

Supermarkets and Hypermarkets

Exclusive Stores

Multi-Brand Retail Outlets

Online Stores

Others

A detailed breakup and analysis of the women apparel market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, exclusive stores, multi-brand retail outlets, online stores, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share due to the easy availability, convenience, wide collection, competitive pricing, discounts and promotions, brand offering and visibility, and offer in-store experience.

Regional Insights:

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

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others) was the largest market for women apparel. The increasing preference for trendy apparel among the masses represents another major factor favoring the market growth in Europe. Moreover, the rising adoption of online shopping portals and mobile apps due to ease, comfort, and convenience is contributing to the market growth in the region. Besides this, the growing female workforce participation is creating a positive outlook for the market.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global women apparel market. Some of the companies covered in the report include:

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.
Uniqlo Co. Ltd. (Fast Retailing Co. Ltd.)

Please note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report

1. What was the size of the global women apparel market in 2023?
2. What is the expected growth rate of the global women apparel market during 2024-2032?
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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