

# Lingerie Industry in India (2011-2015)

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## Abstracts

### Executive summary

The Indian lingerie market has been unleashed like never before, it has undergone a transformational phase over the past few years. There has been much innovation in the making of lingerie and technology has influenced this. Within the USD 2.5 billion Innerwear Industry, women's innerwear is the fastest growing segment significantly outstripping the growth in the men's and overall innerwear market.

### Trends in the Industry

Franchising

International Touch

Online Shopping

Rising premium segment

Specialized Offerings

With evolving perception, lingerie has managed to be an essential part of a woman's wardrobe from being just a bare necessity and this change has led to a growth wave in the industry. Along with this, rising disposable income, growing organized retail, rising awareness among the consumer segment and growing focus on product extension and quality will further stimulate the gains for the industry. The industry, though faced with certain challenges will continue to march ahead driven by Indian consumption boom and compelling demand demographics in India.

We have estimated the industry to grow at a CAGR of 18% till 2015 and would be soaring to new heights. Indian Lingerie industry currently pegged at USD 1.5 billion in 2011 will jump to reach USD 3 Billion by 2015.

## **Scope of the report**

Indian Lingerie Industry at a glance

Emerging trends in the industry like franchising, rising premium segment, international presence, specialized offerings etc

Demand Supply scenario encompassing foreign brands launched, total sale volumes and projections

Factors driving growth, Issues & Challenges

Government Regulations & Initiatives in Indian market

Major players

Forecasts

## **Reasons to buy**

To understand the various factors which are fuelling the growth and those which are/will be critical for the industry performance in the near term

Comprehensive report covering all the aspects required to understand the industry performance and future prospects.

The report elucidates the current market scenario of the industry and forecasts key parameters which helps to anticipate the industry performance

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