

# Global Maternity Wear Market - Forecasts from 2020 to 2025

<https://marketpublishers.com/r/G0770350A62DEN.html>

Date: November 2020

Pages: 115

Price: US\$ 3,950.00 (Single User License)

ID: G0770350A62DEN

## Abstracts

The global maternity wear market size is anticipated to grow at a CAGR of 4.71% to reach US\$13.742 billion in 2025 from US\$10.426 billion in 2019. Pregnancy fashion and rising number of pregnant women within the working population in developing nations are the elements expected to drive the demand for the product over this period.

Earlier, the utilization of maternity wear was only for hiding baby bump without thinking about its fitting. These days, women are highly conscious about the fitting of the garments they wear. Fashion and design awareness are increasing among the modern mothers. This factor is expected to drive the demand for the outerwear section during the forecast period. Besides, the fabric used to design maternity wear is made out of elastane or it has layers of spandex. Modern women are sensible regarding their appearance even when they are pregnant. Consequently, a high growth is expected for the global market from 2019 to 2025.

Designers who design such clothes are attempting to provide comfort to the mothers during their gestation period. Hence, maternity wear was designed loosely and using fabrics like spandex and elastane. Besides, women use maternity wear even after pregnancy since they have put on a great deal of weight. Due to this reason, the products add an interest to women.

The significant market share is accounted for by the outerwear segment and is expected to grow considerably from 2020 to 2025. The main reason for the growth is increasing interest in the office wear category among pregnant women in the working population across various regions and developing countries like China, India, Argentina, and France. Big organizations like H&M and GAP are into maternity wear section that offers t-shirts, camisoles, jeans, and sweatpants of all sizes.

Online retail channels are anticipated to progress owing to a wide range of products, easily deliverable options, simple payment methods, and penetration of internet and e-commerce business over the globe. For instance, online retailers such as Jabong and Myntra offer a wide variety of maternity wear to their customers.

North America accounts for the biggest share in the revenue of the world and the regional market is projected to grow considerably owing to the increasing influence of famous people over online social media platforms like Twitter, Instagram, and Facebook. Moreover, the presence of driving brands such as Thyme Maternity and Seraphine that cater to the necessities of pregnant women is expected to drive the growth of the regional market. In addition, the high need for the formal wear category under the outerwear segment is expected to grow in this region.

European women were exceptionally influenced by maternity clothing worn by celebrities like Kate Middleton during her pregnancy. The increase in sales of maternity wear in countries like France and the U.K. is driven by this factor.

The Asia Pacific is expected to be the potential market for maternity wear due to the rise in spending of new mothers on pregnancy photoshoots along with an expansion in the purchasing power of women in developing countries like China and India. This factor is expected to multiply regional demand for maternity wear over the forecast period.

In Middle Eastern countries like Saudi Arabia and Dubai, increasing fashion awareness and rising disposable income among pregnant women, are some of the factors expected to drive growth for maternity wear. For instance, some leading brands in the United Arab Emirates like Destination Maternity and Noon provide an exclusive range of maternity garments.

#### Product Launches:

Lidl launches maternity collection with prices beginning from ?4.99

With costs beginning from ?4.99, the range, from Esmara Pure, will include midi dresses, leggings and maternity underwear using organic cotton.

UNIQLO Launches Newborn and Maternity LifeWear Lines

UNIQLO declares its range of newborn and maternity products, which are in

accordance with its LifeWear philosophy in giving quality and comfort to everybody and everywhere. New products for infants include sleepers and new designs for one-piece outfits and bodysuits, while UNIQLO's introduction maternity range includes pieces like Leggings and Ultra Stretch Jeans.

### Cake Maternity launches stylish assortment for young Mothers

Cake Maternity, known for its quality, fit, and style in the nursing and maternity bra market, as of late declared its dispersion image, Charley M. Made in light of the more young mother, Charley M has maternity bras that are fun, and fashion-forward – all at a reasonable cost.

### Ready Maternity launches at Mothercare UK

Ready Maternity, Australia's driving maternity, and nursing brand is launching with UK mother and baby retailer Mothercare. The Australian brand is set to present its Spring/Summer 2016 to Mothercare stores the nation over just as its online store on Thursday, February 11, denoting the brand's authentic UK debut.

### Segmentation:

#### By Product

Outerwear

Innerwear

Nightwear

#### By Distribution Channel

Offline

Online

#### By Geography

North America

The United States

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

Spain

The United Kingdom

Italy

Netherlands

France

Others

Middle East and Africa

South Africa

Kenya

Others

Asia Pacific

China

Japan

India

Australia

Indonesia

Others

Note: The report will be dispatched withing 2-3 business days.

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9.7. Belabumbum

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The list is not exhaustive\*

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