

# 2018-2023 Global Maternity Wear Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Maternity Wear market for 2018-2023.

Maternity wear is worn by women in some cultures as an adaptation to changes in body size during pregnancy. It is designed with a loose, comfortable cut which will expand as the woman's belly grows. Most designs also include elastic, tabs, and other methods of expansion which allow shirts and pants to be let out. Many women also wear maternity clothes after their pregnancies, until they have lost the pregnancy weight and they can fit into normal clothing again.

Market segmentation of global maternity wear market by product type: dresses, tops, bottoms and lingerie. The dresses segment accounted for a share of 38.12% during 2016. The lingerie segment includes the maternity bras, nursing bras and panty.

Organic maternity lingerie are on high demand in the market.

Geographical segmentation of the global maternity wear market: USA, Europe, China and Japan. The Europe region accounted for the largest share of the market in the consumption end. Developing countries such as India and China, will witness the highest growth in the next few years, due the large amount of newborns.

In terms of distribution channels, the global maternity wear market is segmented into Supermarket & Mall, Brand Store, Maternity & Baby Store and Online. In 2016, online distribution channel develop at the fastest speed among these channels, with the high fashion conscious consumers, through media and publicity, and the increase in online sale are some drivers for the growth in the market.

Over the next five years, LPI(LP Information) projects that Maternity Wear will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in

2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Maternity Wear market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Dresses

Tops

Bottoms

Lingerie

Segmentation by application:

Supermarket & Mall

Brand Store

Maternity & Baby Store

Online

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Destination Maternity

H&M

Gap

Mothercare

Thyme Maternity

OCTmami

JoJo Maman Bebe

Seraphine

Happy House

Hubo Mother

Liz Lange

Tianxiang

Gennie's Maternity

Mamas & Papas

Angeliebe

Ripe Maternity

Amoralia

Rosemadame

Envie de Fraises

Ingrid & Isabel

Isabella Oliver

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

#### Research objectives

To study and analyze the global Maternity Wear consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Maternity Wear market by identifying its various subsegments.

Focuses on the key global Maternity Wear manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Maternity Wear with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Maternity Wear submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

## Contents

### 1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Research Objectives
- 1.3 Years Considered
- 1.4 Market Research Methodology
- 1.5 Economic Indicators
- 1.6 Currency Considered

### 2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
  - 2.1.1 Global Maternity Wear Consumption 2013-2023
  - 2.1.2 Maternity Wear Consumption CAGR by Region
- 2.2 Maternity Wear Segment by Type
  - 2.2.1 Dresses
  - 2.2.2 Tops
  - 2.2.3 Bottoms
  - 2.2.4 Lingerie
- 2.3 Maternity Wear Consumption by Type
  - 2.3.1 Global Maternity Wear Consumption Market Share by Type (2013-2018)
  - 2.3.2 Global Maternity Wear Revenue and Market Share by Type (2013-2018)
  - 2.3.3 Global Maternity Wear Sale Price by Type (2013-2018)
- 2.4 Maternity Wear Segment by Application
  - 2.4.1 Supermarket & Mall
  - 2.4.2 Brand Store
  - 2.4.3 Maternity & Baby Store
  - 2.4.4 Online
- 2.5 Maternity Wear Consumption by Application
  - 2.5.1 Global Maternity Wear Consumption Market Share by Application (2013-2018)
  - 2.5.2 Global Maternity Wear Value and Market Share by Application (2013-2018)
  - 2.5.3 Global Maternity Wear Sale Price by Application (2013-2018)

### 3 GLOBAL MATERNITY WEAR BY PLAYERS

- 3.1 Global Maternity Wear Sales Market Share by Players
  - 3.1.1 Global Maternity Wear Sales by Players (2016-2018)

- 3.1.2 Global Maternity Wear Sales Market Share by Players (2016-2018)
- 3.2 Global Maternity Wear Revenue Market Share by Players
  - 3.2.1 Global Maternity Wear Revenue by Players (2016-2018)
  - 3.2.2 Global Maternity Wear Revenue Market Share by Players (2016-2018)
- 3.3 Global Maternity Wear Sale Price by Players
- 3.4 Global Maternity Wear Manufacturing Base Distribution, Sales Area, Product Types by Players
  - 3.4.1 Global Maternity Wear Manufacturing Base Distribution and Sales Area by Players
  - 3.4.2 Players Maternity Wear Products Offered
- 3.5 Market Concentration Rate Analysis
  - 3.5.1 Competition Landscape Analysis
  - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) (2016-2018)
- 3.6 New Products and Potential Entrants
- 3.7 Mergers & Acquisitions, Expansion

## **4 MATERNITY WEAR BY REGIONS**

- 4.1 Maternity Wear by Regions
  - 4.1.1 Global Maternity Wear Consumption by Regions
  - 4.1.2 Global Maternity Wear Value by Regions
- 4.2 Americas Maternity Wear Consumption Growth
- 4.3 APAC Maternity Wear Consumption Growth
- 4.4 Europe Maternity Wear Consumption Growth
- 4.5 Middle East & Africa Maternity Wear Consumption Growth

## **5 AMERICAS**

- 5.1 Americas Maternity Wear Consumption by Countries
  - 5.1.1 Americas Maternity Wear Consumption by Countries (2013-2018)
  - 5.1.2 Americas Maternity Wear Value by Countries (2013-2018)
- 5.2 Americas Maternity Wear Consumption by Type
- 5.3 Americas Maternity Wear Consumption by Application
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Key Economic Indicators of Few Americas Countries

## **6 APAC**



## 6.1 APAC Maternity Wear Consumption by Countries

6.1.1 APAC Maternity Wear Consumption by Countries (2013-2018)

6.1.2 APAC Maternity Wear Value by Countries (2013-2018)

## 6.2 APAC Maternity Wear Consumption by Type

## 6.3 APAC Maternity Wear Consumption by Application

## 6.4 China

## 6.5 Japan

## 6.6 Korea

## 6.7 Southeast Asia

## 6.8 India

## 6.9 Australia

## 6.10 Key Economic Indicators of Few APAC Countries

# 7 EUROPE

## 7.1 Europe Maternity Wear by Countries

7.1.1 Europe Maternity Wear Consumption by Countries (2013-2018)

7.1.2 Europe Maternity Wear Value by Countries (2013-2018)

## 7.2 Europe Maternity Wear Consumption by Type

## 7.3 Europe Maternity Wear Consumption by Application

## 7.4 Germany

## 7.5 France

## 7.6 UK

## 7.7 Italy

## 7.8 Russia

## 7.9 Spain

## 7.10 Key Economic Indicators of Few Europe Countries

# 8 MIDDLE EAST & AFRICA

## 8.1 Middle East & Africa Maternity Wear by Countries

8.1.1 Middle East & Africa Maternity Wear Consumption by Countries (2013-2018)

8.1.2 Middle East & Africa Maternity Wear Value by Countries (2013-2018)

## 8.2 Middle East & Africa Maternity Wear Consumption by Type

## 8.3 Middle East & Africa Maternity Wear Consumption by Application

## 8.4 Egypt

## 8.5 South Africa

## 8.6 Israel

8.7 Turkey

8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

9.1 Market Drivers and Impact

9.1.1 Growing Demand from Key Regions

9.1.2 Growing Demand from Key Applications and Potential Industries

9.2 Market Challenges and Impact

9.3 Market Trends

## **10 MARKETING, DISTRIBUTORS AND CUSTOMER**

10.1 Sales Channel

10.1.1 Direct Marketing

10.1.2 Indirect Marketing

10.2 Maternity Wear Distributors

10.3 Maternity Wear Customer

## **11 GLOBAL MATERNITY WEAR MARKET FORECAST**

11.1 Global Maternity Wear Consumption Forecast (2018-2023)

11.2 Global Maternity Wear Forecast by Regions

11.2.1 Global Maternity Wear Forecast by Regions (2018-2023)

11.2.2 Global Maternity Wear Value Forecast by Regions (2018-2023)

11.2.3 Americas Consumption Forecast

11.2.4 APAC Consumption Forecast

11.2.5 Europe Consumption Forecast

11.2.6 Middle East & Africa Consumption Forecast

11.3 Americas Forecast by Countries

11.3.1 United States Market Forecast

11.3.2 Canada Market Forecast

11.3.3 Mexico Market Forecast

11.3.4 Brazil Market Forecast

11.4 APAC Forecast by Countries

11.4.1 China Market Forecast

11.4.2 Japan Market Forecast

11.4.3 Korea Market Forecast

11.4.4 Southeast Asia Market Forecast

- 11.4.5 India Market Forecast
- 11.4.6 Australia Market Forecast
- 11.5 Europe Forecast by Countries
  - 11.5.1 Germany Market Forecast
  - 11.5.2 France Market Forecast
  - 11.5.3 UK Market Forecast
  - 11.5.4 Italy Market Forecast
  - 11.5.5 Russia Market Forecast
  - 11.5.6 Spain Market Forecast
- 11.6 Middle East & Africa Forecast by Countries
  - 11.6.1 Egypt Market Forecast
  - 11.6.2 South Africa Market Forecast
  - 11.6.3 Israel Market Forecast
  - 11.6.4 Turkey Market Forecast
  - 11.6.5 GCC Countries Market Forecast
- 11.7 Global Maternity Wear Forecast by Type
- 11.8 Global Maternity Wear Forecast by Application

## **12 KEY PLAYERS ANALYSIS**

- 12.1 Destination Maternity
  - 12.1.1 Company Details
  - 12.1.2 Maternity Wear Product Offered
  - 12.1.3 Destination Maternity Maternity Wear Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.1.4 Main Business Overview
  - 12.1.5 Destination Maternity News
- 12.2 H&M
  - 12.2.1 Company Details
  - 12.2.2 Maternity Wear Product Offered
  - 12.2.3 H&M Maternity Wear Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.2.4 Main Business Overview
  - 12.2.5 H&M News
- 12.3 Gap
  - 12.3.1 Company Details
  - 12.3.2 Maternity Wear Product Offered
  - 12.3.3 Gap Maternity Wear Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.3.4 Main Business Overview
  - 12.3.5 Gap News

## 12.4 Mothercare

12.4.1 Company Details

12.4.2 Maternity Wear Product Offered

12.4.3 Mothercare Maternity Wear Sales, Revenue, Price and Gross Margin

(2016-2018)

12.4.4 Main Business Overview

12.4.5 Mothercare News

## 12.5 Thyme Maternity

12.5.1 Company Details

12.5.2 Maternity Wear Product Offered

12.5.3 Thyme Maternity Maternity Wear Sales, Revenue, Price and Gross Margin

(2016-2018)

12.5.4 Main Business Overview

12.5.5 Thyme Maternity News

## 12.6 OCTmami

12.6.1 Company Details

12.6.2 Maternity Wear Product Offered

12.6.3 OCTmami Maternity Wear Sales, Revenue, Price and Gross Margin

(2016-2018)

12.6.4 Main Business Overview

12.6.5 OCTmami News

## 12.7 JoJo Maman Bebe

12.7.1 Company Details

12.7.2 Maternity Wear Product Offered

12.7.3 JoJo Maman Bebe Maternity Wear Sales, Revenue, Price and Gross Margin

(2016-2018)

12.7.4 Main Business Overview

12.7.5 JoJo Maman Bebe News

## 12.8 Seraphine

12.8.1 Company Details

12.8.2 Maternity Wear Product Offered

12.8.3 Seraphine Maternity Wear Sales, Revenue, Price and Gross Margin

(2016-2018)

12.8.4 Main Business Overview

12.8.5 Seraphine News

## 12.9 Happy House

12.9.1 Company Details

12.9.2 Maternity Wear Product Offered

12.9.3 Happy House Maternity Wear Sales, Revenue, Price and Gross Margin

(2016-2018)

12.9.4 Main Business Overview

12.9.5 Happy House News

12.10 Hubo Mother

12.10.1 Company Details

12.10.2 Maternity Wear Product Offered

12.10.3 Hubo Mother Maternity Wear Sales, Revenue, Price and Gross Margin

(2016-2018)

12.10.4 Main Business Overview

12.10.5 Hubo Mother News

12.11 Liz Lange

12.12 Tianxiang

12.13 Gennie's Maternity

12.14 Mamas & Papas

12.15 Angeliebe

12.16 Ripe Maternity

12.17 Amoralia

12.18 Rosemadame

12.19 Envie de Fraises

12.20 Ingrid & Isabel

12.21 Isabella Oliver

## **13 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Maternity Wear

Table Product Specifications of Maternity Wear

Figure Maternity Wear Report Years Considered

Figure Market Research Methodology

Figure Global Maternity Wear Consumption Growth Rate 2013-2023 (K Units)

Figure Global Maternity Wear Value Growth Rate 2013-2023 (\$ Millions)

Table Maternity Wear Consumption CAGR by Region 2013-2023 (\$ Millions)

Figure Product Picture of Dresses

Table Major Players of Dresses

Figure Product Picture of Tops

Table Major Players of Tops

Figure Product Picture of Bottoms

Table Major Players of Bottoms

Figure Product Picture of Lingerie

Table Major Players of Lingerie

Table Global Consumption Sales by Type (2013-2018)

Table Global Maternity Wear Consumption Market Share by Type (2013-2018)

Figure Global Maternity Wear Consumption Market Share by Type (2013-2018)

Table Global Maternity Wear Revenue by Type (2013-2018) (\$ million)

Table Global Maternity Wear Value Market Share by Type (2013-2018) (\$ Millions)

Figure Global Maternity Wear Value Market Share by Type (2013-2018)

Table Global Maternity Wear Sale Price by Type (2013-2018)

Figure Maternity Wear Consumed in Supermarket & Mall

Figure Global Maternity Wear Market: Supermarket & Mall (2013-2018) (K Units)

Figure Global Maternity Wear Market: Supermarket & Mall (2013-2018) (\$ Millions)

Figure Global Supermarket & Mall YoY Growth (\$ Millions)

Figure Maternity Wear Consumed in Brand Store

Figure Global Maternity Wear Market: Brand Store (2013-2018) (K Units)

Figure Global Maternity Wear Market: Brand Store (2013-2018) (\$ Millions)

Figure Global Brand Store YoY Growth (\$ Millions)

Figure Maternity Wear Consumed in Maternity & Baby Store

Figure Global Maternity Wear Market: Maternity & Baby Store (2013-2018) (K Units)

Figure Global Maternity Wear Market: Maternity & Baby Store (2013-2018) (\$ Millions)

Figure Global Maternity & Baby Store YoY Growth (\$ Millions)

Figure Maternity Wear Consumed in Online

Figure Global Maternity Wear Market: Online (2013-2018) (K Units)  
Figure Global Maternity Wear Market: Online (2013-2018) (\$ Millions)  
Figure Global Online YoY Growth (\$ Millions)  
Table Global Consumption Sales by Application (2013-2018)  
Table Global Maternity Wear Consumption Market Share by Application (2013-2018)  
Figure Global Maternity Wear Consumption Market Share by Application (2013-2018)  
Table Global Maternity Wear Value by Application (2013-2018)  
Table Global Maternity Wear Value Market Share by Application (2013-2018)  
Figure Global Maternity Wear Value Market Share by Application (2013-2018)  
Table Global Maternity Wear Sale Price by Application (2013-2018)  
Table Global Maternity Wear Sales by Players (2016-2018) (K Units)  
Table Global Maternity Wear Sales Market Share by Players (2016-2018)  
Figure Global Maternity Wear Sales Market Share by Players in 2016  
Figure Global Maternity Wear Sales Market Share by Players in 2017  
Table Global Maternity Wear Revenue by Players (2016-2018) (\$ Millions)  
Table Global Maternity Wear Revenue Market Share by Players (2016-2018)  
Figure Global Maternity Wear Revenue Market Share by Players in 2016  
Figure Global Maternity Wear Revenue Market Share by Players in 2017  
Table Global Maternity Wear Sale Price by Players (2016-2018)  
Figure Global Maternity Wear Sale Price by Players in 2017  
Table Global Maternity Wear Manufacturing Base Distribution and Sales Area by Players  
Table Players Maternity Wear Products Offered  
Table Maternity Wear Concentration Ratio (CR3, CR5 and CR10) (2016-2018)  
Table Global Maternity Wear Consumption by Regions 2013-2018 (K Units)  
Table Global Maternity Wear Consumption Market Share by Regions 2013-2018  
Figure Global Maternity Wear Consumption Market Share by Regions 2013-2018  
Table Global Maternity Wear Value by Regions 2013-2018 (\$ Millions)  
Table Global Maternity Wear Value Market Share by Regions 2013-2018  
Figure Global Maternity Wear Value Market Share by Regions 2013-2018  
Figure Americas Maternity Wear Consumption 2013-2018 (K Units)  
Figure Americas Maternity Wear Value 2013-2018 (\$ Millions)  
Figure APAC Maternity Wear Consumption 2013-2018 (K Units)  
Figure APAC Maternity Wear Value 2013-2018 (\$ Millions)  
Figure Europe Maternity Wear Consumption 2013-2018 (K Units)  
Figure Europe Maternity Wear Value 2013-2018 (\$ Millions)  
Figure Middle East & Africa Maternity Wear Consumption 2013-2018 (K Units)  
Figure Middle East & Africa Maternity Wear Value 2013-2018 (\$ Millions)  
Table Americas Maternity Wear Consumption by Countries (2013-2018) (K Units)

Table Americas Maternity Wear Consumption Market Share by Countries (2013-2018)  
Figure Americas Maternity Wear Consumption Market Share by Countries in 2017  
Table Americas Maternity Wear Value by Countries (2013-2018) (\$ Millions)  
Table Americas Maternity Wear Value Market Share by Countries (2013-2018)  
Figure Americas Maternity Wear Value Market Share by Countries in 2017  
Table Americas Maternity Wear Consumption by Type (2013-2018) (K Units)  
Table Americas Maternity Wear Consumption Market Share by Type (2013-2018)  
Figure Americas Maternity Wear Consumption Market Share by Type in 2017  
Table Americas Maternity Wear Consumption by Application (2013-2018) (K Units)  
Table Americas Maternity Wear Consumption Market Share by Application (2013-2018)  
Figure Americas Maternity Wear Consumption Market Share by Application in 2017  
Figure United States Maternity Wear Consumption Growth 2013-2018 (K Units)  
Figure United States Maternity Wear Value Growth 2013-2018 (\$ Millions)  
Figure Canada Maternity Wear Consumption Growth 2013-2018 (K Units)  
Figure Canada Maternity Wear Value Growth 2013-2018 (\$ Millions)  
Figure Mexico Maternity Wear Consumption Growth 2013-2018 (K Units)  
Figure Mexico Maternity Wear Value Growth 2013-2018 (\$ Millions)  
Table APAC Maternity Wear Consumption by Countries (2013-2018) (K Units)  
Table APAC Maternity Wear Consumption Market Share by Countries (2013-2018)  
Figure APAC Maternity Wear Consumption Market Share by Countries in 2017  
Table APAC Maternity Wear Value by Countries (2013-2018) (\$ Millions)  
Table APAC Maternity Wear Value Market Share by Countries (2013-2018)  
Figure APAC Maternity Wear Value Market Share by Countries in 2017  
Table APAC Maternity Wear Consumption by Type (2013-2018) (K Units)  
Table APAC Maternity Wear Consumption Market Share by Type (2013-2018)  
Figure APAC Maternity Wear Consumption Market Share by Type in 2017  
Table APAC Maternity Wear Consumption by Application (2013-2018) (K Units)  
Table APAC Maternity Wear Consumption Market Share by Application (2013-2018)  
Figure APAC Maternity Wear Consumption Market Share by Application in 2017  
Figure China Maternity Wear Consumption Growth 2013-2018 (K Units)  
Figure China Maternity Wear Value Growth 2013-2018 (\$ Millions)  
Figure Japan Maternity Wear Consumption Growth 2013-2018 (K Units)  
Figure Japan Maternity Wear Value Growth 2013-2018 (\$ Millions)  
Figure Korea Maternity Wear Consumption Growth 2013-2018 (K Units)  
Figure Korea Maternity Wear Value Growth 2013-2018 (\$ Millions)  
Figure Southeast Asia Maternity Wear Consumption Growth 2013-2018 (K Units)  
Figure Southeast Asia Maternity Wear Value Growth 2013-2018 (\$ Millions)  
Figure India Maternity Wear Consumption Growth 2013-2018 (K Units)  
Figure India Maternity Wear Value Growth 2013-2018 (\$ Millions)



Figure Australia Maternity Wear Consumption Growth 2013-2018 (K Units)  
Figure Australia Maternity Wear Value Growth 2013-2018 (\$ Millions)  
Table Europe Maternity Wear Consumption by Countries (2013-2018) (K Units)  
Table Europe Maternity Wear Consumption Market Share by Countries (2013-2018)  
Figure Europe Maternity Wear Consumption Market Share by Countries in 2017  
Table Europe Maternity Wear Value by Countries (2013-2018) (\$ Millions)  
Table Europe Maternity Wear Value Market Share by Countries (2013-2018)  
Figure Europe Maternity Wear Value Market Share by Countries in 2017  
Table Europe Maternity Wear Consumption by Type (2013-2018) (K Units)  
Table Europe Maternity Wear Consumption Market Share by Type (2013-2018)  
Figure Europe Maternity Wear Consumption Market Share by Type in 2017  
Table Europe Maternity Wear Consumption by Application (2013-2018) (K Units)  
Table Europe Maternity Wear Consumption Market Share by Application (2013-2018)  
Figure Europe Maternity Wear Consumption Market Share by Application in 2017  
Figure Germany Maternity Wear Consumption Growth 2013-2018 (K Units)  
Figure Germany Maternity Wear Value Growth 2013-2018 (\$ Millions)  
Figure France Maternity Wear Consumption Growth 2013-2018 (K Units)  
Figure France Maternity Wear Value Growth 2013-2018 (\$ Millions)  
Figure UK Maternity Wear Consumption Growth 2013-2018 (K Units)  
Figure UK Maternity Wear Value Growth 2013-2018 (\$ Millions)  
Figure Italy Maternity Wear Consumption Growth 2013-2018 (K Units)  
Figure Italy Maternity Wear Value Growth 2013-2018 (\$ Millions)  
Figure Russia Maternity Wear Consumption Growth 2013-2018 (K Units)  
Figure Russia Maternity Wear Value Growth 2013-2018 (\$ Millions)  
Figure Spain Maternity Wear Consumption Growth 2013-2018 (K Units)  
Figure Spain Maternity Wear Value Growth 2013-2018 (\$ Millions)  
Table Middle East & Africa Maternity Wear Consumption by Countries (2013-2018) (K Units)  
Table Middle East & Africa Maternity Wear Consumption Market Share by Countries (2013-2018)  
Figure Middle East & Africa Maternity Wear Consumption Market Share by Countries in 2017  
Table Middle East & Africa Maternity Wear Value by Countries (2013-2018) (\$ Millions)  
Table Middle East & Africa Maternity Wear Value Market Share by Countries (2013-2018)  
Figure Middle East & Africa Maternity Wear Value Market Share by Countries in 2017  
Table Middle East & Africa Maternity Wear Consumption by Type (2013-2018) (K Units)  
Table Middle East & Africa Maternity Wear Consumption Market Share by Type (2013-2018)

Figure Middle East & Africa Maternity Wear Consumption Market Share by Type in 2017

Table Middle East & Africa Maternity Wear Consumption by Application (2013-2018) (K Units)

Table Middle East & Africa Maternity Wear Consumption Market Share by Application (2013-2018)

Figure Middle East & Africa Maternity Wear Consumption Market Share by Application in 2017

Figure Egypt Maternity Wear Consumption Growth 2013-2018 (K Units)

Figure Egypt Maternity Wear Value Growth 2013-2018 (\$ Millions)

Figure South Africa Maternity Wear Consumption Growth 2013-2018 (K Units)

Figure South Africa Maternity Wear Value Growth 2013-2018 (\$ Millions)

Figure Israel Maternity Wear Consumption Growth 2013-2018 (K Units)

Figure Israel Maternity Wear Value Growth 2013-2018 (\$ Millions)

Figure Turkey Maternity Wear Consumption Growth 2013-2018 (K Units)

Figure Turkey Maternity Wear Value Growth 2013-2018 (\$ Millions)

Figure GCC Countries Maternity Wear Consumption Growth 2013-2018 (K Units)

Figure GCC Countries Maternity Wear Value Growth 2013-2018 (\$ Millions)

Table Maternity Wear Distributors List

Table Maternity Wear Customer List

Figure Global Maternity Wear Consumption Growth Rate Forecast (2018-2023) (K Units)

Figure Global Maternity Wear Value Growth Rate Forecast (2018-2023) (\$ Millions)

Table Global Maternity Wear Consumption Forecast by Countries (2018-2023) (K Units)

Table Global Maternity Wear Consumption Market Forecast by Regions

Table Global Maternity Wear Value Forecast by Countries (2018-2023) (\$ Millions)

Table Global Maternity Wear Value Market Share Forecast by Regions

Figure Americas Maternity Wear Consumption 2018-2023 (K Units)

Figure Americas Maternity Wear Value 2018-2023 (\$ Millions)

Figure APAC Maternity Wear Consumption 2018-2023 (K Units)

Figure APAC Maternity Wear Value 2018-2023 (\$ Millions)

Figure Europe Maternity Wear Consumption 2018-2023 (K Units)

Figure Europe Maternity Wear Value 2018-2023 (\$ Millions)

Figure Middle East & Africa Maternity Wear Consumption 2018-2023 (K Units)

Figure Middle East & Africa Maternity Wear Value 2018-2023 (\$ Millions)

Figure United States Maternity Wear Consumption 2018-2023 (K Units)

Figure United States Maternity Wear Value 2018-2023 (\$ Millions)

Figure Canada Maternity Wear Consumption 2018-2023 (K Units)

Figure Canada Maternity Wear Value 2018-2023 (\$ Millions)

Figure Mexico Maternity Wear Consumption 2018-2023 (K Units)  
Figure Mexico Maternity Wear Value 2018-2023 (\$ Millions)  
Figure Brazil Maternity Wear Consumption 2018-2023 (K Units)  
Figure Brazil Maternity Wear Value 2018-2023 (\$ Millions)  
Figure China Maternity Wear Consumption 2018-2023 (K Units)  
Figure China Maternity Wear Value 2018-2023 (\$ Millions)  
Figure Japan Maternity Wear Consumption 2018-2023 (K Units)  
Figure Japan Maternity Wear Value 2018-2023 (\$ Millions)  
Figure Korea Maternity Wear Consumption 2018-2023 (K Units)  
Figure Korea Maternity Wear Value 2018-2023 (\$ Millions)  
Figure Southeast Asia Maternity Wear Consumption 2018-2023 (K Units)  
Figure Southeast Asia Maternity Wear Value 2018-2023 (\$ Millions)  
Figure India Maternity Wear Consumption 2018-2023 (K Units)  
Figure India Maternity Wear Value 2018-2023 (\$ Millions)  
Figure Australia Maternity Wear Consumption 2018-2023 (K Units)  
Figure Australia Maternity Wear Value 2018-2023 (\$ Millions)  
Figure Germany Maternity Wear Consumption 2018-2023 (K Units)  
Figure Germany Maternity Wear Value 2018-2023 (\$ Millions)  
Figure France Maternity Wear Consumption 2018-2023 (K Units)  
Figure France Maternity Wear Value 2018-2023 (\$ Millions)  
Figure UK Maternity Wear Consumption 2018-2023 (K Units)  
Figure UK Maternity Wear Value 2018-2023 (\$ Millions)  
Figure Italy Maternity Wear Consumption 2018-2023 (K Units)  
Figure Italy Maternity Wear Value 2018-2023 (\$ Millions)  
Figure Russia Maternity Wear Consumption 2018-2023 (K Units)  
Figure Russia Maternity Wear Value 2018-2023 (\$ Millions)  
Figure Spain Maternity Wear Consumption 2018-2023 (K Units)  
Figure Spain Maternity Wear Value 2018-2023 (\$ Millions)  
Figure Egypt Maternity Wear Consumption 2018-2023 (K Units)  
Figure Egypt Maternity Wear Value 2018-2023 (\$ Millions)  
Figure South Africa Maternity Wear Consumption 2018-2023 (K Units)  
Figure South Africa Maternity Wear Value 2018-2023 (\$ Millions)  
Figure Israel Maternity Wear Consumption 2018-2023 (K Units)  
Figure Israel Maternity Wear Value 2018-2023 (\$ Millions)  
Figure Turkey Maternity Wear Consumption 2018-2023 (K Units)  
Figure Turkey Maternity Wear Value 2018-2023 (\$ Millions)  
Figure GCC Countries Maternity Wear Consumption 2018-2023 (K Units)  
Figure GCC Countries Maternity Wear Value 2018-2023 (\$ Millions)  
Table Global Maternity Wear Consumption Forecast by Type (2018-2023) (K Units)

Table Global Maternity Wear Consumption Market Share Forecast by Type (2018-2023)

Table Global Maternity Wear Value Forecast by Type (2018-2023) (\$ Millions)

Table Global Maternity Wear Value Market Share Forecast by Type (2018-2023)

Table Global Maternity Wear Consumption Forecast by Application (2018-2023) (K Units)

Table Global Maternity Wear Consumption Market Share Forecast by Application (2018-2023)

Table Global Maternity Wear Value Forecast by Application (2018-2023) (\$ Millions)

Table Global Maternity Wear Value Market Share Forecast by Application (2018-2023)

Table Destination Maternity Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Destination Maternity Maternity Wear Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Destination Maternity Maternity Wear Market Share (2016-2018)

Table H&M Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table H&M Maternity Wear Sales, Revenue, Price and Gross Margin (2016-2018)

Figure H&M Maternity Wear Market Share (2016-2018)

Table Gap Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Gap Maternity Wear Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Gap Maternity Wear Market Share (2016-2018)

Table Mothercare Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Mothercare Maternity Wear Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Mothercare Maternity Wear Market Share (2016-2018)

Table Thyme Maternity Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Thyme Maternity Maternity Wear Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Thyme Maternity Maternity Wear Market Share (2016-2018)

Table OCTmami Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table OCTmami Maternity Wear Sales, Revenue, Price and Gross Margin (2016-2018)

Figure OCTmami Maternity Wear Market Share (2016-2018)

Table JoJo Maman Bebe Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table JoJo Maman Bebe Maternity Wear Sales, Revenue, Price and Gross Margin (2016-2018)

Figure JoJo Maman Bebe Maternity Wear Market Share (2016-2018)

Table Seraphine Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Seraphine Maternity Wear Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Seraphine Maternity Wear Market Share (2016-2018)

Table Happy House Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Happy House Maternity Wear Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Happy House Maternity Wear Market Share (2016-2018)

Table Hubo Mother Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Hubo Mother Maternity Wear Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Hubo Mother Maternity Wear Market Share (2016-2018)

Table Liz Lange Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Tianxiang Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Gennie's Maternity Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Mamas & Papas Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Angeliebe Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Ripe Maternity Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Amoralia Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Rosemadame Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Envie de Fraises Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Ingrid & Isabel Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Isabella Oliver Basic Information, Manufacturing Base, Sales Area and Its Competitors

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