

# Booming Women Ethnic Wear Market in India Forecast to 2015

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## Abstracts

The Indian women ethnic wear industry has taken great strides over the past few years, and today, many of the world's leading fashion labels are sourcing their products from India. Moreover, with changing lifestyle, rise in the number of working women, rapid urbanization and increasing awareness, the women ethnic wear market in India is anticipated to register a strong growth in the coming years.

Our new report, "Booming Women Ethnic Wear Market in India Forecast to 2015", is an outcome of extensive primary & secondary research spanning over 3 months and thorough analysis of industry trends. For the study, we have conducted F2F and telephonic interviews with proprietors/store-operators of retail outlets. In addition, we also interviewed more than 200 women of all age groups all over India to embrace various aspects of the industry trends in the report.

The report estimates the current women ethnic wear market size, and presents forecast till 2015. Additionally, the report divides the women ethnic wear market into four segments: saree, salwar kameez, kurti/kurta and lehenga. Our analysts have closely studied and provided market forecast till 2015 of all four segments. The forecast is based on in-depth study and analysis of trends, demographics, consumer behavior, and spending patterns. It also studies how the markets for women ethnic wear are currently performing, and in which direction they are likely to move in the coming years. The report further discusses share of regular wear and party wear for all four segments.

The women ethnic wear market has been further divided into 2 product class: mass and premium. The market forecast till 2015 of both type has been provided. The report also includes share of organized/unorganized sector in women ethnic wear market.

In this report, we have also covered regional analysis of the saree, salwar kameez, kurti/kurta and lehenga market, with a focus on consumer preference. Additionally, we identified and rated various factors influencing the customers in selecting an ethnic wear product, based on our survey.

Besides, the report also discussed marketing strategies a company should adapt to increase its sales of ethnic wear. The section has been incorporated after thorough analysis of the Indian market trends, consumers' buying habits and analysis of growth strategies of various companies. We have also included the distribution channel for various players in this report.

We have also presented a glimpse of the prevailing trends, and found that ethnic wear brands are now tapping the markets in Tier II & Tier III cities by expanding their footprints to these locations, along with growth in Tier I cities.

Furthermore, the report provides profiling of the major players like Biba, Chhabra 555 and FabIndia, which will help clients to gain insights on their overall business and recent activities. Overall, the study aims at providing a balanced outlook of the women ethnic wear market to clients to help them make sound investment decisions.

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