

Indian Women Ethnic Wear Market Forecast to 2020

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Abstracts

The Indian ethnic market has grown rapidly over the past few years, as women wear is receiving wider acceptance owing to the increase in disposable incomes and more women joining the workforce. Additionally, the religious and cultural diversity of India, where a wide range of occasions are celebrated, is among the considerable drivers of women ethnic wear market. The industry has also evolved quickly in past years, by transforming traditional clothing to modern design that represent a fusion of ethnic wear with western wear to associate with young population. Further, drivers such as economic growth, ease of payment, and other seamless experience have led to significant growth in the women's ethnic wear market.

Our latest report "Indian Women Ethnic Wear Market Forecast to 2020" provides an in-depth analysis of the organized and unorganized sector of the women ethnic wear industry. The report offers detailed analysis of its market segment by type and product class. Additionally, Indian women ethnic wear market segment by type is further sub-segmented into saree, salwar kameez, kurta/kurti, and lehenga. The report also explains the share of regular and party wear for all sub-segments, along with the classification of the product class in terms of premium and mass market.

The report includes comprehensive analysis of regional and consumer behavior. The demand trend in various regions like East, West, etc. has been evaluated, along with the comparative analysis with respect to factors influencing the preferable choice of ethnic wear. Further, the report also provides the insight on the various marketing strategies and distribution channel opted by market players, to attract the potential customer's in this growing market for women's ethnic wear.

A complete overview of the ethnic women wear industry in India has been provided in the report. All the current trends of the industry have been evaluated in the report. Further, it provides profiling of the major players, including Fabindia, W, BIBA, etc.,

which will help clients to gain insights on their overall business. Overall, the report presents optimum information and balanced research outlook on the potentials of the Indian Ethnic wear industry.

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