

Indian Women Wear Market Forecast to 2015

<https://marketpublishers.com/r/I6B22C1ADD1EN.html>

Date: May 2013

Pages: 80

Price: US\$ 800.00 (Single User License)

ID: I6B22C1ADD1EN

Abstracts

India's textile and apparel industry has been growing significantly over the years. Thanks to rapid urbanization and increasing working class, the 'price sensitive' Indian consumers are now shopping more frequently. The growing fashion consciousness has turned women's wear segment into a lucrative and highly evolving market. As per the estimate, carried out in our latest research report "Indian Women Wear Market Forecast to 2015", the women wear industry will grow at a CAGR of around 11% during 2013-2015.

Our research 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 industry experts and 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 divides the women wear market into three major segments: western wear, ethnic wear and innerwear. The western wear market has been further segmented into denim, t-shirt, shirt and trouser. Similarly, the ethnic wear and innerwear market is also segmented into saree and salwar kameez & lingerie and nightwear, respectively. Detailed historic and future perspective has been provided with all data forecasted till 2015. The report also includes share of organized/unorganized market and rural/urban market of the major segments.

Additionally, the report studies the market of fashion accessories and its major segments. Our analysts have closely studied and provided market forecast till 2015 of all the segments, which is based on in-depth study and analysis of market trends, demographics, consumer behavior and spending patterns.

We have further looked into the current trends in the Indian women wear industry. While

studying the latest industry trends, we observed that international retail giants are now entering the Indian women's wear market. The vast potential in the Indian market, especially in untapped areas, such as Tier II and Tier III cities, is attracting the foreign players.

Further, we have discussed the distribution channel and entry mode options for international players in this report. Our report also included the prominent industry players such as Levi Strauss, BIBA, Madura Fashion, Fabindia and Lovable. We have studied them thoroughly and presented business overview and industry activities of these key players.

Thus, the report covers all the important aspects of the Indian women wear market, which will prove decisive for the clients. Overall, the report is an outcome of extensive research and prudent analysis and is meant to offer suitable knowledge base to those who are interested in Indian women wear market.

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