

# Women Ethnic Wear Market in India Outlook 2015

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## Abstracts

Influenced by the ever-changing consumer demands and preferences, the women ethnic wear industry in India is highly fragmented and competitive. Thanks to rapid urbanization and higher disposable incomes, the 'price sensitive' Indian consumers are now becoming more brand-conscious. The growing fashion consciousness has turned women's ethnic segment into a lucrative and highly evolving market. As per the estimate, carried out in our latest research report, the women's ethnic market will post impressive double-digit CAGR growth during 2012-2015.

Our report, "Women Ethnic Wear Market in India Outlook 2015", estimates the current market size, and presents forecasts on the basis of 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. We have also presented a glimpse of the prevailing trends, and found that retail giants are now tapping the markets in tier-II & tier-III cities by expanding their footprints to these locations.

The analytical and comprehensive research thoroughly evaluates the women's ethnic wear markets in India. Analysis of the competitive landscape of key players like Biba and FabIndia dealt into our report also ought to provide clients with a realistic picture of the industry. 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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