

Women Western Wear Market in India Outlook 2015

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Date: April 2012

Pages: 28

Price: US\$ 250.00 (Single User License)

ID: WDF1F64B58EEN

Abstracts

The growing fashion consciousness, and influence of media and western culture have turned women's western wear segment into a lucrative and highly evolving market. In India, the apparel industry is highly fragmented and competitive. Due to rapid urbanization and higher disposable incomes, the 'price sensitive' Indian consumers are now more brand-conscious. As per the estimate, carried out in our latest research report, the women's western wear market will surge at a CAGR of around 10% during 2012-2015.

Our report, "Women Western Wear Market in India Outlook 2015", estimates the current market size and presents forecasts on the basis of in-depth study and analyses of market trends, demographics, consumer behavior and spending patterns. It also studies how the markets for denims, t-shirts, shirts and trousers are performing, and in which direction they are likely to move in the coming years. The study of the trends revealed that retail giants are expanding their footprints to tier-II & III cities, and international brands are foraying into the western wear market for women in India.

This analytical and comprehensive research thoroughly evaluates the women's western wear market in India. It also presents the competitive landscape by giving an overview of the activities of key players, including Levi Strauss. Overall, the study aims at providing a balanced outlook of the Indian women's western wear industry to clients to help them make sound investment decisions.

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