

# Women's Trousers Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Fiber (Cotton, Polyester, Cellulosic), By Sales Channel (Supermarkets/Hypermarkets, Exclusive Stores, Online, Multi Branded Stores, Others), By Region & Competition, 2021-2031F

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## Abstracts

The Global Women's Trousers Market is projected to expand from USD 245.69 Billion in 2025 to USD 322.35 Billion by 2031, reflecting a compound annual growth rate (CAGR) of 4.63%. This market encompasses bifurcated lower-body garments tailored for adult women, ranging from casual joggers and leggings to formal business slacks. Key drivers sustaining this growth include the rising participation of women in the global workforce, which ensures consistent demand for professional attire, and a fundamental necessity for versatile, functional clothing prioritizing daily comfort. This structural demand provides a stable industrial foundation that outlasts transient fashion fads. Supporting this positive outlook, the International Textile Manufacturers Federation reported a positive business balance of 3 percentage points in January 2025, indicating a recovery in confidence and industrial activity across the sector.

However, the market faces significant headwinds due to fluctuating raw material costs and persistent supply chain instability. These economic disruptions introduce unpredictability into production planning, often compelling manufacturers to raise prices, which can dampen consumer spending in price-sensitive regions. This volatility complicates inventory management strategies and poses a threat to the consistent growth trajectory of the global market. Consequently, while the demand for women's trousers remains robust, the industry must navigate these operational hurdles to maintain steady expansion.

## Market Driver

The expansion of the activewear and athleisure sector has fundamentally reshaped the market, driven by a permanent shift in consumer preference toward garments that combine aesthetic versatility with functionality. With the normalization of health-conscious lifestyles and remote work, there is a surge in demand for performance fabrics that offer the visual structure of traditional trousers alongside the comfort of leggings, effectively blurring the lines between office and gym attire. This trend encourages brands to innovate with stretchable, moisture-wicking textiles that cater to dynamic daily activities, thereby sustaining high engagement in the premium casual segment. For instance, Lululemon Athletica Inc. reported a 19% increase in net revenue to reach \$9.6 billion in its '2023 Annual Report' (March 2024), a growth trajectory heavily supported by the enduring popularity of its activewear and women's bottoms categories.

A second critical catalyst is the proliferation of online retail and e-commerce channels, which enable manufacturers to bypass traditional geographical limitations and engage directly with a global consumer base. Digital platforms allow brands to leverage data analytics for inventory optimization and personalized sizing recommendations, which is essential for reducing return rates in the trousers segment. This digital pivot is evidenced by major industry players expanding their direct-to-consumer operations to foster brand loyalty and capture higher margins. As noted in Levi Strauss & Co.'s 'Second Quarter 2024 Financial Results' (June 2024), global revenues from their e-commerce business grew by 19%, underscoring the rapid adoption of digital storefronts. Furthermore, the Office of Textiles and Apparel reported that the United States imported trousers valued at \$1.67 billion in October 2024 alone, highlighting the immense scale of cross-border trade facilitated by this segment vitality.

## Market Challenge

Fluctuating raw material costs and persistent supply chain instability directly hinder the Global Women's Trousers Market by creating a volatile operational environment that disrupts production cycles and erodes profitability. Manufacturers rely heavily on a steady flow of fabrics such as polyester, wool, and cotton; when prices for these materials swing unpredictably, cost structures become unmanageable. This uncertainty frequently compels companies to increase retail prices to protect their margins, which inevitably dampens consumer demand for non-essential apparel items like premium joggers or formal slacks, particularly in cost-conscious regions.

Furthermore, these supply-side pressures force manufacturers to adopt conservative inventory strategies, limiting product availability and variety to avoid financial exposure. This operational friction restricts the industry's capacity to scale operations or invest in new product lines effectively. The severity of this issue was highlighted by the European Apparel and Textile Confederation (Euratex) in April 2025, which reported that the sector continued to struggle with persistently high energy and input costs, contributing to a decline in textile production activity for the eleventh consecutive quarter. This sustained strain on the upstream supply base deprives the trouser market of the stability necessary for consistent expansion.

## **Market Trends**

The Global Women's Trousers Market is currently undergoing a decisive structural transition toward oversized and wide-leg silhouettes, moving away from the fitted styles that previously dominated the sector. This trend is driven by a consumer preference for comfort-oriented, 'anti-fit' aesthetics, including cargo styles, palazzo pants, and relaxed tailoring suitable for hybrid work environments. The commercial viability of this shift is evident in the resurgence of brands that have invested heavily in loose-fit and retro categories to capture evolving tastes. For example, Abercrombie & Fitch Co. reported in March 2025 that full-year net sales for 2024 grew by 16% to reach \$4.95 billion, a performance trajectory that underscores the high market demand for their revitalized, trend-forward bottom assortments.

Concurrently, the market is defined by the accelerated adoption of recycled and sustainable fabric alternatives, as manufacturers respond to consumer calls for circularity and regulatory mandates. Brands are systematically replacing virgin fossil-based fibers with regenerative cotton and recycled polyester to lower their environmental impact, moving this integration beyond capsule collections to become a fundamental sourcing standard. This widespread industrial commitment is illustrated by H&M Group, which achieved a sourcing milestone in its 'Annual and Sustainability Report 2024' (March 2025) where 89% of its materials were either sustainably sourced or recycled, demonstrating the scaling of eco-friendly textile solutions.

## **Key Market Players**

Guccio Gucci S.p.A.

PRADA

Burberry Group Plc

Dior

Giorgio Armani S.p.A.

Dolce & Gabbana S.r.l.

CHANEL

Gianni Versace S.r.l.

Louis Vuitton, Inc.

PVH Corp.

## Report Scope

In this report, the Global Women's Trousers Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Women's Trousers Market, By Fiber

Cotton

Polyester

Cellulosic

### Women's Trousers Market, By Sales Channel

Supermarkets/Hypermarkets

Exclusive Stores

Online

Multi Branded Stores

Others

## Women's Trousers Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

## South America

Brazil

Argentina

Colombia

## Middle East & Africa

South Africa

Saudi Arabia

UAE

### **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Women's Trousers Market.

### **Available Customizations:**

Global Women's Trousers Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### **Company Information**

Detailed analysis and profiling of additional market players (up to five).

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