

# India Fashion Retail Market By Product Type (Apparel, Footwear, Bags, Others), By Price (Premium/Luxury, Mid-Range, Mass Market), By Distribution Channel (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F

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## Abstracts

India Fashion Retail Market was valued at USD 60.12 Billion in 2024 and is expected to reach USD 124.32 Billion by 2030 with a CAGR of 12.87% during the forecast period. The India fashion retail market is a rapidly growing sector driven by increasing disposable income, urbanization, and changing consumer preferences. With a large, young population and rising interest in branded apparel, online shopping has seen a surge, contributing to the market's growth. The rise of e-commerce platforms and omnichannel strategies by traditional retailers is reshaping the market dynamics. Additionally, the growing demand for ethnic wear, fast fashion, and luxury brands further boosts the sector. The key players include both domestic and international brands, as they strive to cater to the diverse and evolving tastes of Indian consumers.

### Key Market Drivers

#### Increasing Disposable Income and Urbanization

As India's middle class expands, disposable income has risen, allowing consumers to spend more on fashion. This growth is primarily fueled by the economic development, with urbanization playing a significant role. The younger generation, particularly in tier 1 and 2 cities, is increasingly adopting modern fashion trends. The rise of working professionals and young entrepreneurs has contributed to an increased demand for a wider variety of clothing, from casual wear to premium apparel. According to a 2023 report, India's urban population is expected to reach 600 million by 2031, leading to an

expanding customer base for fashion retailers. This trend has led to higher spending on both traditional and online fashion shopping platforms.

### E-commerce Growth and Online Shopping

The rise of e-commerce has revolutionized the Indian fashion retail market, offering consumers the convenience of shopping from home. The expansion of internet and smartphone penetration, along with increasing trust in online transactions, has fueled the rapid growth of online fashion retail. India's e-commerce sector is projected to grow at a compound annual growth rate (CAGR) of 27%, reaching a value of USD 163 billion by 2026. Major online platforms like Myntra, Flipkart, and Amazon have witnessed substantial growth, attracting both local and global brands to launch exclusive collections. With advancements in technology, the trend of virtual try-ons, AI-driven recommendations, and fast delivery options has also strengthened the appeal of e-commerce in the fashion segment.

### Changing Consumer Preferences and Influence of Social Media

The shift in consumer preferences toward modern, trendy, and westernized fashion styles has significantly contributed to the growth of India's fashion retail market. Social media platforms, especially Instagram, YouTube, and TikTok, have become major influencers, shaping the fashion tastes of young consumers. Influencers, celebrities, and brand collaborations have spurred demand for trendy, influencer-driven fashion. Furthermore, consumers are becoming more conscious of sustainability, pushing brands to offer eco-friendly and ethically sourced fashion choices.

### Key Market Challenges

#### Intense Market Fragmentation and Price Sensitivity

The India fashion retail market faces intense competition, both from domestic and international brands. As the market grows, more players are entering, leading to price wars and margin pressures for existing companies. This competition is particularly fierce in the online space, where e-commerce giants like Amazon, Flipkart, and Myntra compete with local retailers. Price-sensitive consumers often prioritize discounts and offers, making it difficult for brands to maintain profitability while offering high-quality products. Moreover, there is the challenge of balancing affordability with fashion trends, as the demand for trendy and fashionable items often conflicts with cost-effective pricing strategies, creating a competitive bottleneck for brands looking to capture and retain

customers.

## Supply Chain and Logistics Issues

Managing supply chain and logistics remains a significant challenge for the fashion retail market in India. The diverse geographical locations, coupled with complex transportation networks, make inventory management and distribution a hurdle, particularly for both offline and online retailers. Issues such as delays in shipments, warehousing inefficiencies, and rising fuel costs further complicate the smooth delivery of products to consumers. Additionally, the growth of e-commerce has put a strain on delivery infrastructure, leading to delays and consumer dissatisfaction. During festive seasons, these problems are exacerbated due to increased demand. Brands must adopt robust supply chain management practices and digital solutions to overcome these challenges and meet customer expectations.

## Key Market Trends

### Rise of Omnichannel Retailing

Omnichannel retailing has emerged as a significant trend in the Indian fashion retail market. With the growing prevalence of smartphones and internet access, consumers increasingly expect a seamless shopping experience across multiple platforms, whether online, in-store, or via mobile apps. Retailers are adopting integrated approaches that allow customers to browse products online, try them in-store, and choose convenient delivery options. This trend has been especially pronounced during the pandemic, with offline stores developing robust online strategies. According to a 2023 survey, over 77% of Indian fashion shoppers prefer a mix of physical and online shopping. Brands like Zara, H&M, and Reliance Trends have successfully adopted this approach, ensuring customer satisfaction by offering flexible purchasing and return options.

### Sustainability and Ethical Fashion

As environmental concerns rise, sustainability has become a key focus in the Indian fashion retail sector. Consumers, especially the younger demographic, are becoming increasingly conscious of their environmental impact, driving demand for eco-friendly and ethically sourced products. Brands are responding by adopting sustainable practices such as using organic fabrics, recycled materials, and reducing waste in production processes. Additionally, there is a growing trend for brands to ensure fair labor practices and transparency in their supply chains. According to report, over 60%

of consumers in India are willing to pay more for sustainable products. This shift has led to the emergence of brands like Fabindia, which emphasize handcrafted and sustainable clothing, and international brands aligning with India's sustainability standards.

### Customization and Personalization

Personalized shopping experiences are increasingly becoming a trend in the Indian fashion retail market. Customers are seeking clothing that matches their unique preferences and sizes, pushing brands to offer customized or made-to-order services. This includes personalized prints, embroidery, and even fabric choices, often facilitated through digital platforms. Retailers are also leveraging data analytics and AI to offer tailored product recommendations based on browsing history, preferences, and past purchases. For example, platforms like Myntra and Ajio use AI to suggest clothing items that suit a user's body type and style preferences. The trend towards personalized experiences is expected to grow as technology advances and customer demand for individualization increases.

### Segmental Insights

#### Price Insights

The mass market dominates India's fashion retail sector due to the large, price-sensitive middle class and diverse consumer base. With a growing population, particularly in urban areas, mass-market fashion offers affordable, accessible, and trendy options that cater to a wide range of consumers. Brands such as Max Fashion, Pantaloons, and Big Bazaar have capitalized on this demand, providing budget-friendly apparel in a variety of styles. These brands also leverage extensive distribution networks, including physical stores and e-commerce platforms, to reach customers across the country, making mass-market fashion the most prevalent and popular segment in India's retail landscape.

#### Regional Insights

The North region of India plays a dominant role in the fashion retail market, driven by key urban centers like Delhi, Chandigarh, and Jaipur. With a large, diverse, and affluent population, this region has witnessed significant growth in demand for both traditional and contemporary fashion. The presence of top shopping malls, retail chains, and e-commerce hubs further boosts the market in the North. Additionally, cultural diversity and festivals such as Diwali and Holi fuel the demand for ethnic and occasion-based

wear, making the North a major contributor to India's overall fashion retail market growth.

### Key Market Players

Aditya Birla Fashion and Retail Limited

Landmark Online India Private Limited (Max Fashion)

Shoppers Stop Limited

Raymond Limited

Guccio Gucci S.p.A.

PUMA India Ltd

Biba Apparels Private Limited

Provogue (India) Limited

Reliance Industries Limited

Fabindia Limited

### Report Scope:

In this report, the India Fashion Retail Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Fashion Retail Market, By Product Type:

Apparel

Footwear

Bags

Others

India Fashion Retail Market, By Price:

Premium/Luxury

Mid-Range

Mass Market

India Fashion Retail Market, By Distribution Channel:

Online

Offline

India Fashion Retail Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Fashion Retail Market.

Available Customizations:

India Fashion Retail 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

*India Fashion Retail Market By Product Type (Apparel, Footwear, Bags, Others), By Price (Premium/Luxury, Mid-R...*

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

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