

# **India Kids Wear Consumption Market, By Gender (Male, Female), By Category (Uniforms, T-Shirts/Shirts, Bottom Wear, Ethnic Wear, Dresses, Denims, Others), By Season (Summer Wear, Winter Wear, All Season Wear), By Sector (Organized Sector, Unorganized Sector), By Sales Channel (Supermarket/Hypermarket, Exclusive Stores, Multi Branded Stores, Online, Others), By Region, Competition, Opportunity, and Forecast, 2020-2030F**

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## **Abstracts**

India Kids Wear Consumption Market was valued at USD 21.72 billion in 2024 and is anticipated to project robust growth in the forecast period with a CAGR of 4.15% through 2030. The India kids wear market is experiencing robust growth, driven by a combination of demographic trends, rising disposable incomes, and increasing fashion consciousness among children and their parents.

Urbanization and the proliferation of nuclear families have led to a higher spend per child on clothing, spurred by the desire for branded and fashionable apparel. The shift from unorganized to organized retail, including the rise of online shopping platforms, has broadened the market reach and accessibility. Additionally, the influence of social media and celebrity endorsements has heightened brand awareness and consumer aspiration for trendy and premium kids' wear.

In terms of segments, casual wear dominates due to its daily utility, but there is growing demand for ethnic wear during festive seasons and special occasions. Brands are increasingly focusing on comfort, quality, and sustainability to cater to health-conscious

and environmentally aware consumers. This dynamic market is further enriched by local and international players competing for a share in India's vibrant retail landscape.

## Key Market Drivers

### Demographic Dividend and Urbanization

India's demographic profile is one of the most significant factors driving the kids wear consumption market. With over 350 million children under the age of 15, India has one of the largest child populations in the world. This young demographic base creates a vast and continually renewing consumer pool for kids' apparel.

Urbanization is another critical component. As more families move to urban areas, their exposure to diverse lifestyles and fashion trends increases. Urban families tend to have higher disposable incomes and are more likely to spend on branded and fashionable clothing for their children. This trend is particularly evident in metropolitan cities and tier 1 and 2 cities, where the preference for organized retail and branded apparel is strong. As a result, urbanization not only expands the market size but also shifts the consumer preference towards higher quality and more diverse kids' wear options.

### Rising Disposable Incomes and Changing Spending Patterns

India's economic growth has led to a significant rise in disposable incomes across various segments of society. As per capita income grows, families have more financial flexibility to allocate a higher portion of their budget to non-essential goods, including kids' apparel. This shift is particularly pronounced in middle-class and affluent households, where parents are increasingly willing to spend on premium and designer clothing for their children. For instance, according to the Household Consumption Expenditure Survey (HCES) conducted by the National Sample Survey Office (NSSO), spending on clothing by Indian families has now exceeded that on food. Comparing data from 2011 to 2022-23, household expenditures have more than doubled. In rural areas, monthly household spending has risen from USD17.10 to USD45.12, while in urban areas, it has increased from USD31.45 to USD77.24. The HCES report also highlights significant spending disparities across income groups. The poorest 5% of rural households spend an average of USD16.42 per month, whereas the wealthiest 5% spend USD125.57—a difference of over seven times. Similarly, in urban areas, the spending gap between the poorest and wealthiest 5% exceeds tenfold.

This economic prosperity is closely tied to changing spending patterns. There is a noticeable shift towards higher expenditure on children's products, driven by the desire to provide better quality and stylish clothing. Parents today prioritize not only the functionality of kids' wear but also its aesthetic appeal and brand value. This change is also influenced by the rising number of nuclear families, where the focus on each child's individual needs and desires becomes more pronounced, often leading to higher per-child spending on apparel.

### Emergence of Organized Retail and Brand Proliferation

The shift from unorganized to organized retail is another significant driver in the India kids wear consumption market. Traditionally, a large portion of kids' clothing was bought from local markets and small retailers. However, the advent of organized retail formats, including malls and branded stores, has transformed the shopping experience. Organized retail offers a more curated and consistent selection of products, along with better quality assurance and customer service. For instance, according to an April 2024 survey conducted by LocalCircles, consumer preferences in the retail sector show a strong inclination towards in-store experiences. Specifically, 47% of respondents favor visiting malls or stores where they can try on clothes prior to purchasing. Meanwhile, 40% of households adopt a hybrid approach, balancing their clothing purchases between physical stores and online platforms. Exclusively online shopping, however, remains less prevalent, with only 4% of households relying solely on e-commerce for their clothing needs.

The proliferation of both domestic and international brands in the Indian market has intensified competition and innovation. Brands such as Lilliput, Gini & Jony, and international players like Zara Kids and H&M Kids have established a strong presence, offering a mix of affordability, quality, and style. Additionally, Indian parents are increasingly favoring specialized kids' wear brands that focus on comfort, safety, and sustainable practices. This brand-centric approach aligns with the growing consumer awareness and preference for products that offer value beyond mere aesthetics.

### Key Market Challenges

#### Price Sensitivity and Economic Disparities

One of the foremost challenges in the India kids wear consumption market is the high degree of price sensitivity among consumers. Despite the rise in disposable incomes and urbanization, a significant portion of the Indian population remains highly conscious

of price, particularly in lower-income and rural segments. Parents in these demographics prioritize affordability over brand value or fashion trends, which can limit the market penetration of premium and branded kids' wear.

Economic disparities across different regions and income groups further complicate market strategies. While urban areas and higher-income groups may exhibit a greater propensity to spend on children's apparel, rural areas and lower-income families often stick to budget-friendly options. This bifurcation requires brands to adopt a diverse pricing strategy and product range to cater to the varying economic capabilities of consumers across the country.

### Fragmented Market Structure and Unorganized Sector

The kids wear consumption market in India is highly fragmented, with a significant portion still dominated by the unorganized sector. Local tailors, small retailers, and street vendors form a large part of the supply chain for children's clothing, especially in rural areas and smaller towns. These unorganized players often operate at lower costs and offer highly competitive prices, making it difficult for organized and branded retailers to capture a significant market share.

The fragmented nature of the market also poses challenges in terms of quality control and standardization. Products from the unorganized sector may not always adhere to quality and safety standards, which can create a perception issue for the overall market. Organized players need to invest substantially in creating awareness and demonstrating the value of their products to convince consumers to switch from cheaper, unbranded alternatives.

### Cultural Diversity and Regional Preferences

India's vast cultural diversity translates into varied consumer preferences across different regions, making it challenging for brands to cater to the entire market with a single product line or marketing strategy. Each state or region may have distinct tastes in clothing, influenced by local customs, festivals, climate, and even socio-economic factors.

For instance, while there is a growing demand for western-style kids' wear in urban centers, traditional and ethnic wear remains highly popular in many parts of the country, especially during festivals and weddings. Brands must navigate these diverse preferences and create region-specific strategies to appeal to a broad customer base.

This often involves a complex supply chain and inventory management system to handle the variations in demand across different regions.

### Logistical Challenges and Supply Chain Inefficiencies

The logistics and supply chain infrastructure in India pose significant challenges for the kids wear consumption market. The country's vast geography, coupled with underdeveloped transportation networks in certain areas, can make distribution and inventory management particularly difficult. This is further complicated by the demand for timely delivery and a wide range of product availability, especially in the online retail space.

Managing a complex supply chain that can efficiently serve both urban and rural markets requires substantial investment and sophisticated logistics solutions. For example, e-commerce platforms face the challenge of ensuring last-mile delivery in remote and rural areas where infrastructure may be lacking. Additionally, maintaining a balance between stock levels and demand across different regions can strain resources and impact profitability.

### Key Market Trends

#### Rise of Digital Influencers and Social Media Marketing

A prominent trend in the India kids wear consumption market is the increasing influence of digital platforms and social media on consumer behavior. Parents today are more likely to discover new trends, brands, and styles for their children through platforms like Instagram, Facebook, and YouTube. Social media influencers, including kid influencers and parenting bloggers, play a crucial role in shaping fashion preferences and driving purchasing decisions.

These influencers collaborate with brands to showcase children's apparel in engaging and aspirational ways, reaching a wide audience of parents seeking inspiration for their kids' wardrobe. Brands that leverage social media effectively can build strong brand awareness, engage directly with their target audience, and create viral marketing campaigns that resonate with millennial parents.

#### Growing Demand for Sustainable and Ethical Fashion

There is a growing awareness among Indian consumers, including parents, about

sustainability and ethical practices in fashion. This trend is influencing the kids wear market as well, with increasing demand for eco-friendly fabrics, organic clothing, and products that adhere to fair labor practices.

Parents are becoming more conscious about the environmental impact of their purchasing decisions and are actively seeking brands that offer sustainable alternatives. This shift towards sustainability presents opportunities for brands to differentiate themselves in the market by adopting transparent supply chains, promoting recycling and upcycling initiatives, and using natural or recycled materials in their clothing lines.

### Fusion of Traditional and Western Styles

In India, there is a beautiful fusion of traditional ethnic wear with contemporary western styles in kids' fashion. This trend reflects a desire among parents to preserve cultural heritage while embracing global fashion trends. Brands are innovatively blending traditional fabrics, motifs, and craftsmanship with modern silhouettes and designs to create unique and fashionable clothing options for children.

During festive seasons and special occasions such as weddings and religious ceremonies, demand spikes for traditional kids' wear like lehengas, sherwanis, and kurta sets. Simultaneously, there is a year-round demand for western wear such as jeans, t-shirts, dresses, and athleisure for everyday use. Brands that cater to this fusion trend effectively can appeal to a diverse customer base and capture market share across different segments of the kids wear consumption market.

### Emphasis on Comfort and Functionality

Comfort and functionality remain paramount considerations for parents when choosing kids' clothing. This trend is driving demand for apparel that is not only stylish but also practical for everyday activities and play. Fabrics that offer breathability, stretchability, and easy maintenance are highly preferred by parents who prioritize their children's comfort and freedom of movement.

Moreover, the COVID-19 pandemic has accelerated the adoption of comfortable and functional clothing as families spend more time at home and prioritize health and hygiene. Loungewear, pajamas, and activewear designed for comfort and versatility have seen increased popularity, reflecting a shift towards practical yet stylish options in kids' wear.

## Segmental Insights

### Category Insights

In the India kids wear consumption market, T-shirts and shirts have emerged as the fastest growing segment due to several factors. These garments offer versatility, comfort, and style, catering to both casual and semi-formal occasions. Parents increasingly prefer T-shirts and shirts for their children because of their ease of wear, ability to mix and match with different outfits, and suitability for various weather conditions across India.

The rise of global fashion influences, coupled with the growing exposure to western trends through digital platforms and international brands, has fuelled the demand for trendy and fashionable T-shirts and shirts among Indian children. Brands have responded by innovating designs, incorporating vibrant colors, patterns, and graphics that appeal to both children and their parents.

Moreover, the shift towards e-commerce and online shopping has significantly boosted the accessibility of T-shirts and shirts, allowing parents to explore a wide range of options from both local and international brands. This convenience factor has further accelerated the growth of this segment in the competitive kids wear market of India.

### Sales Channel Insights

Online sales have emerged as the fastest growing segment in the India kids wear consumption market, driven by changing consumer behavior and technological advancements. With increasing internet penetration and smartphone usage across the country, more parents are turning to online platforms to purchase children's clothing.

The convenience and accessibility offered by e-commerce have played a significant role in this growth. Parents appreciate the ability to browse through a wide range of products from the comfort of their homes, compare prices, read reviews, and make informed decisions. This convenience is particularly appealing to busy urban parents who value time efficiency.

Additionally, online platforms provide a diverse selection of kids wear from both domestic and international brands, catering to various preferences and budgets. This variety allows parents to explore trendy and fashionable options that may not be available locally.

The COVID-19 pandemic further accelerated the shift towards online shopping as families adhered to social distancing measures and avoided crowded physical stores. As a result, online sales of kids wear saw a substantial increase, prompting brands and retailers to enhance their digital presence and optimize their e-commerce strategies.

Looking ahead, the continued expansion of internet infrastructure and the growing trust in online transactions are expected to sustain the momentum of online sales in the India kids wear market. Brands that invest in seamless digital experiences, responsive customer service, and targeted marketing strategies are likely to capitalize on this growing segment effectively.

### Regional Insights

In the India kids wear consumption market, the northern region stands out as a dominant force due to several key factors. This region encompasses states such as Delhi, Uttar Pradesh, Punjab, Haryana, Rajasthan, and others, which collectively contribute significantly to the overall demand for children's clothing.

One of the primary reasons for the northern region's dominance is its higher population density compared to other parts of the country. With densely populated urban centers such as Delhi-NCR and major cities like Jaipur, Lucknow, and Chandigarh, there is a substantial consumer base seeking a variety of kids wear options. Urbanization and rising disposable incomes in these areas have further fueled the demand for branded and fashionable children's apparel.

Culturally, the northern region also places a strong emphasis on celebrations, festivals, and weddings, where traditional attire for children plays a significant role. This cultural inclination drives consistent demand throughout the year for ethnic wear and occasion-specific clothing for kids.

Moreover, the presence of established retail infrastructure, including malls, branded outlets, and shopping complexes, enhances accessibility and availability of a wide range of kids wear products. This retail landscape, combined with a growing preference for online shopping platforms, contributes to the northern region's dominance in the competitive kids wear consumption market of India.

### Key Market Players



Tiny Girls Clothing Pvt. Ltd.

Aditya Birla Fashion and Retail Ltd.

Benetton India Pvt. Ltd.

Page Industries Limited (Jockey Juniors)

Artsana India Private Limited (Chicco)

Gini & Jony Ltd.

Future Lifestyle Fashions Ltd.

Shoppers Stop Limited

Lilliput Kidswear Limited

Fabindia Limited

#### Report Scope:

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

India Kids Wear Consumption, By Gender:

Male

Female

India Kids Wear Consumption, By Category:

Uniforms

T-Shirts/Shirts

Bottom Wear

Ethnic Wear

Dresses

Denims

Others

India Kids Wear Consumption, By Season:

Summer Wear

Winter Wear

All Season Wear

India Kids Wear Consumption, By Sector:

Organized Sector

Unorganized Sector

India Kids Wear Consumption, By Sales Channel:

Supermarket/Hypermarket

Exclusive Stores

Multi Branded Stores

Online

Others

India Kids Wear Consumption Market, By Region:

North

South

East

West

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Kids Wear Consumption Market.

## Available Customizations:

India Kids Wear Consumption 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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