

# **India Kids Wear Market By Gender (Female, Male), 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, By Competition Forecast & Opportunities, 2019-2029F**

<https://marketpublishers.com/r/IF369382DD89EN.html>

Date: October 2023

Pages: 78

Price: US\$ 3,500.00 (Single User License)

ID: IF369382DD89EN

## **Abstracts**

The India Kids Wear Market, valued at USD 21.24 billion in 2023, is poised for robust growth in the forecast period, with an anticipated Compound Annual Growth Rate (CAGR) of 4.23% through 2029. Within India's fashion industry, the kids wear market stands out as a thriving and dynamic sector. Fueled by a youthful demographic, shifting consumer preferences, and rising household incomes, this market offers a diverse range of stylish and comfortable clothing choices for children. It encompasses various segments, including infant, toddler, and older children's apparel, as well as specialized categories like ethnic wear and sportswear. The advent of e-commerce has revolutionized parents' shopping habits for children's clothing, while sustainability and ethical considerations are shaping manufacturing practices for brands. With a fusion of traditional influences and contemporary trends, the India Kids Wear Market continues to expand and evolve, presenting ample opportunities for both domestic and international brands.

## **Key Market Drivers**

## Cultural and Festive Celebrations

Cultural and festive celebrations exert a significant influence on the India Kids Wear Market. The country's rich tapestry of traditions and festivals drives consistent demand for special occasion clothing, appealing to parents who wish to dress their children in culturally appropriate attire. Events such as Diwali, Eid, Navratri, and weddings involve elaborate ceremonies, leading to a heightened need for unique and stylish kids wear. Ethnic garments, traditional dresses, and intricate designs become sought-after choices during these festivities, resulting in seasonal spikes in sales. As these celebrations hold profound cultural significance, parents prioritize dressing their children in outfits that reflect heritage and symbolize participation in cherished rituals. This trend not only sustains market growth but also establishes a deeper connection between clothing, tradition, and the celebratory spirit of India's festivals.

## School Dress Codes and Uniforms

The India Kids Wear Market is notably influenced by school dress codes and uniforms. Educational institutions across the nation often mandate specific clothing for students, creating a consistent demand for standardized uniforms. Parents seek uniforms that are durable, comfortable, and adhere to school guidelines, contributing to a steady market for these essentials. Uniforms instill discipline, identity, and equality among students, making them integral to the educational experience. Consequently, parents prioritize the purchase of well-fitted, high-quality uniforms for their children. Manufacturers respond by offering a diverse array of uniform options, ranging from traditional to contemporary designs, catering to both formal and casual dress codes. The school dress codes and uniforms segment remains a significant driver in the India Kids Wear Market, contributing to its stability and resilience.

## Gifting Culture

The tradition of gift-giving during birthdays, festivals, and special occasions strongly fuels the demand for kids wear in India. Thoughtful and meaningful, clothing gifts hold a distinctive place in these celebrations, reflecting care and affection. Parents, relatives, and friends often choose stylish and well-crafted kids wear as presents, emphasizing practicality and sentiment. These clothing gifts align with cultural norms and enable givers to contribute to a child's wardrobe with items that are both functional and fashionable. Beyond adhering to cultural practices, presenting kids wear aligns with the joyful essence of celebrations, creating memorable and cherished moments. This cultural practice elevates the significance of clothing, transforming it from a utilitarian

item into a heartfelt gesture symbolizing love, blessings, and warm wishes for the young recipients.

### Parent-Child Bonding and Self-Expression

In the India Kids Wear Market, parents view clothing as a dynamic tool for expressing their child's unique personality and strengthening the parent-child bond. Clothing choices mirror the child's interests, preferences, and individuality, allowing parents to celebrate and showcase their child's identity. This profound emotional connection motivates parents to invest in fashionable and well-coordinated outfits that resonate with their child's character and aspirations. Through clothing choices, parents actively participate in the process of self-expression, fostering empowerment within their children. This symbiotic relationship between fashion and emotional bonding influences purchase decisions and creates lasting memories, turning the act of selecting kids wear into a heartwarming endeavor that enhances the parent-child connection while nurturing a shared sense of style and identity.

### Key Market Challenges

#### Intense Competition

The India Kids Wear Market is characterized by intense competition, fueled by a densely populated marketplace saturated with numerous domestic and international brands, all striving to capture consumer attention. The abundance of options poses a formidable challenge for brands aiming to differentiate themselves and establish a distinctive niche. Success in this competitive landscape requires innovative strategies that not only captivate consumers but also effectively communicate a unique value proposition. Navigating this competition demands a delicate balance of creativity, quality, and strategic marketing, enabling brands to rise above the noise, foster brand loyalty, and forge enduring connections with discerning parents and fashion-conscious youngsters.

#### Price Sensitivity

Price sensitivity significantly shapes the India Kids Wear Market. The prevailing sensitivity to pricing constraints can impose limitations on profit margins and hinder the incorporation of premium materials and sustainable practices. The demand for affordable options often compels brands to navigate a delicate equilibrium between offering competitive prices and upholding quality standards. Within a price-sensitive

environment, brands might encounter challenges in allocating resources to source higher-quality fabrics and implement sustainable manufacturing processes. The emphasis on affordability may overshadow the value of investing in durable and environmentally-friendly materials. Furthermore, the need to maintain accessible prices could impede the adoption of eco-conscious practices requiring additional investments.

### Counterfeit Products

The proliferation of counterfeit products within the India Kids Wear Market poses a pressing concern, undermining both brand authenticity and consumer safety. The widespread availability of counterfeit merchandise jeopardizes the credibility of established brands, diluting their distinct identity and eroding consumer trust. Moreover, counterfeit kids wear often lacks the stringent quality standards upheld by genuine products, potentially compromising safety, comfort, and durability, which are essential to parents. Addressing this challenge requires brands to implement robust anti-counterfeiting measures, such as holograms, QR codes, and secure labeling, to reassure consumers of authenticity. Collaborative efforts among brands, regulators, and consumers are pivotal in mitigating this issue. By combating counterfeit products, the industry safeguards brand reputation, maintains product integrity, and prioritizes the well-being of young consumers, cultivating a secure and trustworthy environment within the India Kids Wear Market.

### Key Market Trends

#### Gender-Neutral and Inclusive Fashion

Gender-Neutral and Inclusive Fashion is an emerging trend in the India Kids Wear Market, driven by a growing emphasis on gender equality and diversity. This movement challenges traditional gender stereotypes by advocating for versatile, unisex clothing options that cater to all children, regardless of their gender identity. Brands are responding to this demand by introducing designs that prioritize comfort, style, and individual expression, deviating from conventional norms. This trend aligns with broader societal shifts towards inclusivity and acceptance, reflecting evolving perceptions of gender roles and identity. Parents and caregivers increasingly seek clothing that empowers their children to explore their preferences without constraints. By embracing gender-neutral and inclusive fashion, brands contribute to a more open and accepting environment, while also expanding their consumer base.

#### Ethnic and Fusion Wear

Ethnic and Fusion Wear remains a compelling trend within the India Kids Wear Market, fueled by the rich tapestry of cultural events and celebrations that shape the nation's diverse fabric. Brands are creatively reimagining traditional designs, infusing them with contemporary elements to strike a harmonious balance between heritage and modernity. Cultural festivities, weddings, and ceremonies provide opportunities for parents to seek outfits that honor their roots while embracing current fashion trends. The fusion of traditional aesthetics with modern silhouettes and fabrics allows children to participate in cultural traditions while staying attuned to contemporary style preferences

### Celebrity and Influencer Collaborations

Celebrity and Influencer Collaborations have emerged as defining trends in the India Kids Wear Market, wielding significant influence over consumer preferences and fashion choices. Brands are strategically partnering with renowned celebrities and influential personalities whose endorsements strongly resonate with parents and children alike. This trend leverages the power of social media and celebrity culture to shape popular styles and design directions. Such collaborations enhance brand visibility and create aspirational value, motivating consumers to emulate styles endorsed by their favorite figures. The endorsement of celebrities and influencers lends authenticity and credibility to kids wear, making these partnerships a driving force behind evolving trends and a dynamic market landscape.

### Virtual Fitting and Augmented Reality

Virtual Fitting and Augmented Reality have revolutionized the online shopping landscape of the India Kids Wear Market. These innovative technologies provide parents with dynamic and immersive experiences, enabling them to digitally 'try on' outfits for their children before making a purchase. Virtual fitting rooms and augmented reality apps facilitate accurate sizing, personalized styling, and visualization of how garments will appear on children. This trend addresses the challenges of online shopping by offering solutions to concerns about fit, color, and style. By providing realistic previews, parents can make more informed decisions and reduce the need for returns. Moreover, these cutting-edge tools engage tech-savvy parents and children, enhancing the convenience and excitement of the shopping experience. Consequently, virtual fitting and augmented reality have become integral components of the India Kids Wear Market, enhancing the digital shopping experience and bridging the gap between online convenience and the tactile aspects of traditional shopping.

## Segmental Insights

### Category Insights

In 2022, T-shirts and shirts reign supreme within the India Kids Wear Market. This prevalence can be attributed to the inherent versatility, comfort, and universal appeal that T-shirts and shirts offer. They cater to a wide array of occasions, from casual outings to more formal gatherings, and their adaptability allows for effortless pairing with various bottoms. Furthermore, T-shirts often serve as canvases for artistic expression, featuring an array of captivating prints, designs, and graphics that resonate with children's interests and personalities. The enduring popularity of shirts emanates from their timeless charm and their ability to convey a polished appearance.

### Gender Insights

In 2022, the female segment maintains its dominance in the India Kids Wear Market. This trend reflects the diverse range of clothing options available for young girls, spanning traditional ethnic wear to contemporary, fashion-forward styles. The growing emphasis on empowering girls and nurturing their individuality has amplified the prominence of the female segment. Brands are responding with a variety of designs, colors, and fabrics that cater to the evolving preferences and tastes of young girls. The influence of media, celebrity endorsements, and shifting societal norms further contribute to the strong presence of the female segment. Consequently, the India Kids Wear Market is witnessing an influx of innovative and inclusive clothing choices for girls, promoting self-expression, confidence, and creativity. This trend underscores the market's responsiveness to changing dynamics and its commitment to meeting the demands of the modern generation of young girls and their discerning parents.

### Regional Insights

In 2022, the northern region maintains its dominant position within the India Kids Wear Market, commanding a substantial market share. This trend underscores the region's pivotal role in driving demand and shaping children's clothing preferences. The cultural diversity, festivals, and celebrations in the northern states contribute to robust demand for a wide range of kids wear, including traditional ethnic attire and contemporary fashion. The northern segment's prominence can be attributed to factors such as urbanization, population density, and evolving consumer behaviors. Additionally, the influence of media, celebrity endorsements, and social trends contributes to establishing



the region's dominance. Brands recognize the distinctive demands of the northern market and tailor their offerings to cater to these preferences. This strategic alignment with local tastes and traditions sustains the growth of the northern segment within the India Kids Wear Market, making it a driving force in the industry's landscape.

### Key Market Players

Tiny Girls Clothing Pvt. Ltd.

Aditya Birla Fashion and Retail Ltd.

Benetton India Pvt. Ltd.

Indian Clothing League Pvt. Ltd.

Arvind Fashion Pvt. Ltd. (Tommy Hilfiger)

Gini & Jony Ltd.

Future Lifestyle Fashions Ltd.

Shoppers Stops Ltd.

Lilliput Kids Wear Ltd.

Catmoss Retail Pvt. Ltd.

### Report Scope:

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

India Kids Wear Market, By Gender:

Female

Male

### India Kids Wear Market, By Category:

Uniforms

T-Shirts/Shirts

Bottom Wear

Ethnic Wear

Dresses

Denims

Others

### India Kids Wear Market, By Season:

Summer Wear

Winter Wear

All Season Wear

### India Kids Wear Market, By Sector:

Organized Sector

Unorganized Sector

### India Kids Wear Market, By Sales Channel:

Supermarkets/Hypermarkets

Exclusive Stores

Multi Branded Stores

Online



Others

India Kids Wear Market, By Region:

North

South

East

West

Competitive Landscape

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

Available Customizations:

India Kids Wear market report with the given market data, Tech Sci 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).

## Contents

1. Introduction
  - 1.1. Product Overview
  - 1.2. Key Highlights of the Report
  - 1.3. Market Coverage
  - 1.4. Market Segments Covered
  - 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### **4. VOICE OF CUSTOMER**

- 4.1. Brand Awareness
- 4.2. Factors Influencing Purchase Decision
- 4.3. Sources of Information

### **5. INDIA KIDS WEAR MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Gender Market Share Analysis (Female, Male)
  - 5.2.2. By Category Market Share Analysis (Uniforms, T-Shirts/Shirts, Bottom Wear,

Ethnic Wear, Dresses, Denims, Others)

5.2.3. By Seasons Market Share Analysis (Summer Wear, Winter Wear, All Season Wear)

5.2.4. By Sector Market Share Analysis (Organized Sector, Unorganized Sector)

5.2.5. By Sales Channel Market Share Analysis (Supermarkets/ Hypermarkets, Exclusive Stores, Multi Branded Stores, Online, Others)

5.2.6. By Regional Market Share Analysis

5.2.6.1. North Market Share Analysis

5.2.6.2. South Market Share Analysis

5.2.6.3. East Market Share Analysis

5.2.6.4. West Market Share Analysis

5.2.7. By Top 5 Companies Market Share Analysis, Others (2023)

5.3. India Kids Wear Market Mapping & Opportunity Assessment

5.3.1. By Gender Market Mapping & Opportunity Assessment

5.3.2. By Category Market Mapping & Opportunity Assessment

5.3.3. By Season Market Mapping & Opportunity Assessment

5.3.4. By Sector Market Mapping & Opportunity Assessment

5.3.5. By Sales Channel Market Mapping & Opportunity Assessment

5.3.6. By Regional Market Mapping & Opportunity Assessment

## **6. INDIA KIDS UNIFORM WEAR MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Gender Market Share Analysis

6.2.2. By Season Market Share Analysis

6.2.3. By Sector Market Share Analysis

6.2.4. By Sales Channel Market Share Analysis

## **7. INDIA KIDS T-SHIRTS/SHIRTS WEAR MARKET OUTLOOK**

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Gender Market Share Analysis

7.2.2. By Season Market Share Analysis

7.2.3. By Sector Market Share Analysis

7.2.4. By Sales Channel Market Share Analysis

## **8. INDIA KIDS BOTTOM WEAR MARKET OUTLOOK**

### 8.1. Market Size & Forecast

#### 8.1.1. By Value

### 8.2. Market Share & Forecast

#### 8.2.1. By Gender Market Share Analysis

#### 8.2.2. By Season Market Share Analysis

#### 8.2.3. By Sector Market Share Analysis

#### 8.2.4. By Sales Channel Market Share Analysis

## **9. INDIA KIDS ETHNIC WEAR MARKET OUTLOOK**

### 9.1. Market Size & Forecast

#### 9.1.1. By Value

### 9.2. Market Share & Forecast

#### 9.2.1. By Gender Market Share Analysis

#### 9.2.2. By Season Market Share Analysis

#### 9.2.3. By Sector Market Share Analysis

#### 9.2.4. By Sales Channel Market Share Analysis

## **10. INDIA KIDS DRESSES MARKET OUTLOOK**

### 10.1. Market Size & Forecast

#### 10.1.1. By Value

### 10.2. Market Share & Forecast

#### 10.2.1. By Gender Market Share Analysis

#### 10.2.2. By Season Market Share Analysis

#### 10.2.3. By Sector Market Share Analysis

#### 10.2.4. By Sales Channel Market Share Analysis

## **11. INDIA KIDS DENIM WEAR MARKET OUTLOOK**

### 11.1. Market Size & Forecast

#### 11.1.1. By Value

### 11.2. Market Share & Forecast

#### 11.2.1. By Gender Market Share Analysis

#### 11.2.2. By Season Market Share Analysis

#### 11.2.3. By Sector Market Share Analysis

#### 11.2.4. By Sales Channel Market Share Analysis

## 12. MARKET DYNAMICS

### 12.1. Drivers

### 12.2. Challenges

## 13. MARKET TRENDS & DEVELOPMENTS

## 14. INDIA ECONOMIC PROFILE

## 15. COMPETITIVE LANDSCAPE

### 15.1. Company Profiles

#### 15.1.1. Tiny Girls Clothing Pvt. Ltd.

##### 15.1.1.1. Company Details

##### 15.1.1.2. Products

##### 15.1.1.3. Financials (As Per Availability)

##### 15.1.1.4. Key Market Focus & Geographical Presence

##### 15.1.1.5. Recent Developments

##### 15.1.1.6. Key Management Personnel

#### 15.1.2. Aditya Birla Fashion and Retail Ltd.

##### 15.1.2.1. Company Details

##### 15.1.2.2. Products

##### 15.1.2.3. Financials (As Per Availability)

##### 15.1.2.4. Key Market Focus & Geographical Presence

##### 15.1.2.5. Recent Developments

##### 15.1.2.6. Key Management Personnel

#### 15.1.3. Benetton India Pvt. Ltd.

##### 15.1.3.1. Company Details

##### 15.1.3.2. Products

##### 15.1.3.3. Financials (As Per Availability)

##### 15.1.3.4. Key Market Focus & Geographical Presence

##### 15.1.3.5. Recent Developments

##### 15.1.3.6. Key Management Personnel

#### 15.1.4. Indian Clothing League Pvt. Ltd.

##### 15.1.4.1. Company Details

- 15.1.4.2. Products
- 15.1.4.3. Financials (As Per Availability)
- 15.1.4.4. Key Market Focus & Geographical Presence
- 15.1.4.5. Recent Developments
- 15.1.4.6. Key Management Personnel
- 15.1.5. Arvind Fashion Pvt. Ltd. (Tommy Hilfiger)
  - 15.1.5.1. Company Details
  - 15.1.5.2. Products
  - 15.1.5.3. Financials (As Per Availability)
  - 15.1.5.4. Key Market Focus & Geographical Presence
  - 15.1.5.5. Recent Developments
  - 15.1.5.6. Key Management Personnel
- 15.1.6. Gini & Jony Ltd.
  - 15.1.6.1. Company Details
  - 15.1.6.2. Products
  - 15.1.6.3. Financials (As Per Availability)
  - 15.1.6.4. Key Market Focus & Geographical Presence
  - 15.1.6.5. Recent Developments
  - 15.1.6.6. Key Management Personnel
- 15.1.7. Future Lifestyle Fashions Ltd.
  - 15.1.7.1. Company Details
  - 15.1.7.2. Products
  - 15.1.7.3. Financials (As Per Availability)
  - 15.1.7.4. Key Market Focus & Geographical Presence
  - 15.1.7.5. Recent Developments
  - 15.1.7.6. Key Management Personnel
- 15.1.8. Shoppers Stops Ltd.
  - 15.1.8.1. Company Details
  - 15.1.8.2. Products
  - 15.1.8.3. Financials (As Per Availability)
  - 15.1.8.4. Key Market Focus & Geographical Presence
  - 15.1.8.5. Recent Developments
  - 15.1.8.6. Key Management Personnel
- 15.1.9. Lilliput Kids Wear Ltd.
  - 15.1.9.1. Company Details
  - 15.1.9.2. Products
  - 15.1.9.3. Financials (As Per Availability)
  - 15.1.9.4. Key Market Focus & Geographical Presence
  - 15.1.9.5. Recent Developments

- 15.1.9.6. Key Management Personnel
- 15.1.10. Catmoss Retail Pvt. Ltd.
  - 15.1.10.1. Company Details
  - 15.1.10.2. Products
  - 15.1.10.3. Financials (As Per Availability)
  - 15.1.10.4. Key Market Focus & Geographical Presence
  - 15.1.10.5. Recent Developments
  - 15.1.10.6. Key Management Personnel

## **16. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

- 16.1. Key Focus Areas
- 16.2. Target Gender
- 16.3. Target Category

## **17. ABOUT US & DISCLAIMER**



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