

# **United States Apparel and Footwear Market, By Type (Apparel & Footwear), By End-User (Women, Men & Kids), By Distribution Channel (Specialty Stores, Supermarket/Hypermarket, Online Channels, and Others), By Region, Competition Forecast & Opportunities, 2026**

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## **Abstracts**

United States apparel and footwear market was valued USD267.99 billion in 2020 and it is anticipated to reach up to USD390 billion, by the end of 2026 and grow at a CAGR of 6.25% during the forecast period owing to new and fashionable trends. The apparel and footwear market in the United States has been steadily developing, owing to rising disposable incomes, increasing brand awareness and preference for imported goods, as well as growing organized retail and e-commerce channels and powerful supply chain networks. Furthermore, factors such as the growing population within the United States and the introduction of regional and international companies is boosting the apparel and footwear industry in the United States.

The fashion sector is supported by the apparel, footwear, and accessories industries. As a result, their primary goal is to provide the user the feeling of being well-dressed and look attractive to oneself and others, making the apparel and footwear business one of the most coordinated and well-developed sectors.

The United States apparel and footwear market can be segregated based on type, end-user, distribution channel, and region. The United States apparel and footwear market is segmented into two broad segments including apparel and footwear. The apparel is the dominating segment in comparison to footwear. Some of the driving factors for the apparel market are rapidly changing fashion, increasing influence of fashion industries'

icons, growing internet penetration, as well as the continuous launch of altering fashion at lower prices supported by aggressive branding. The distribution channel in the United States apparel and footwear market has also been segmented into specialty stores, supermarkets/hypermarkets, online channels, and others. In the year 2026, specialty stores segment is anticipated to account for a majority share in the United States apparel and footwear market. However, the online channels segment is expected to grow during the forecast period as it is more convenient and offers a wide range of products to its consumers within a shorter duration.

In terms of region, the United States apparel and footwear market is categorized into South, West, North-East, and Mid-West. Among these regions, Southern region is the one which is majorly contributing to the industry, due to states like California, which has the highest population and New York state which is known as the fashion hub and is the utmost reason for the highest sales generation within the region.

The apparel and footwear market has become an attractive destination for investments and several large multinational companies are entering into this market. Some of the major players operating in this market are Nike, Inc., VF Corporation (Vans, The North face, Timberland, Dickies, etc.), adidas America, Inc., Under Armour, Inc., PVH CORP. (Includes Tommy Hilfiger, Calvin Klein, Arrow, Warner's, Olga, True & Co., etc.), LEVI STRAUSS & CO., H&M Hennes & Mauritz LP, Kering Americas, Inc., Zara USA, Inc., and Puma North America, Inc. The apparel and footwear market in the United States is highly fragmented due to many local and international suppliers.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022-2026

Objective of the Study:

To analyze the historical growth in the market size of the United States apparel and footwear market from 2016 to 2020.

To estimate and forecast the market size of the United States apparel and footwear market from 2021 to 2026 and growth rate until 2026.

To classify and forecast the United States apparel and footwear market based on type, end-user, distribution channel, company, and region.

To identify the dominant region or segment in the United States apparel and footwear market.

To identify drivers and challenges for the United States apparel and footwear market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in the United States apparel and footwear market.

To identify and analyze the profile of leading players operating in the United States apparel and footwear market.

To identify key sustainable strategies adopted by market players in the United States apparel and footwear market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the United States. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channel, and presence of all major players across the United States.

TechSci Research calculated the market size of the United States apparel and footwear market using a top-down and bottom-up approach, wherein data for various segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated them through analyzing historical data of these product types and distribution channel for getting an appropriate, overall market size. Various secondary sources such as

company websites, news articles, press releases, company annual reports, investor presentations, and financial reports were also studied by TechSci Research.

#### Key Target Audience:

Manufacturers, distributors, and end-users

Market research and consulting firms

Government bodies such as regulating authorities and policymakers.

Organizations, forums, and alliances related to apparel and footwear.

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, end-users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

#### Report Scope:

In this report, the United States apparel and footwear market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

##### United States Apparel and Footwear Market, By Type:

Apparel

Footwear

##### United States Apparel and Footwear Market, By End-User:

Women

Men

Kids

##### United States Apparel and Footwear Market, By Distribution Channel:

Specialty Stores

Supermarkets/Hypermarket

Online Channels

Others (Counter Shops, Departmental Stores, etc.)

United States Apparel and footwear Market, By Region:

South

West

North-East

Mid-West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States apparel and footwear market.

Available Customizations:

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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