

## Indian Lingerie Market – Potential Opportunities: 2011 Edition

|        |   |
|--------|---|
| URL:   | <a href="https://marketpublishers.com/r/I6CBA42B385EN.html">https://marketpublishers.com/r/I6CBA42B385EN.html</a> |
| Date:  | July 22, 2011   |
| Pages: | 65  |
| Price: | US\$ 850.00   |
| ID:    | I6CBA42B385EN   |

The Indian Lingerie industry is witnessing robust growth, which is evident from the entry of large international brands in India and available choices for the Indian women. The key factors driving Indian lingerie market is the increasing size of the organized retail, growing urbanization, growing consumer class, increasing per capita disposable income and changing lifestyle.

The Indian lingerie segment enjoys a higher Average Selling Price (ASP) compared to the men's innerwear market and this could be attributed to the rising disposable income and growing preference for lifestyle products. The lingerie market grew at a faster pace in terms of value as compared to volumes during 2006-2009.

The lingerie market in India can be classified in super-premium, premium, mid-market and economy & mass market segment. The major share of lingerie market is held by the mid-market and economy segment, in both, value and volume terms. The super-premium and premium segments are relatively smaller but fast-growing segments. In present situation, the premium and super premium segments of the lingerie industry are advancing following a consumer shift from economy and mid-market segment to the premium segment.

Sales channels that are capitalizing on the growing Indian lingerie are the MBOs, hosiery products outlets and LFS (Large format stores). Top lingerie manufacturers in India have an entrenched and a strong presence in MBOs and LFS serviced through network of distributors or directly from warehouses. Lovable, Enamor and Triumph are successfully established premium brands and brands that are in expansion mode include Etam, Benetton, La Perla and About U.

The present report offers an analysis of the Indian lingerie market and assesses the market by geography and segments. It also discusses major market trends and growth drivers for Indian lingerie market. The Indian lingerie market is broadly classified into five broad segments on the basis of price. These segments are analyzed in-depth to understand the growth pattern and functioning of leading players in the respective segment. The report also presents the competitive structure of the industry and profiles major players in the Indian lingerie market including Lovable, Enamor, Triumph, Jockey and Groversons.

Further, we have predicted the future growth of the Indian lingerie market by combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings. We employed various significant variables that have an impact on this industry and created regression models with SPSS to determine the future direction of the industry.

### Table of Content

#### 1. INDIAN APPAREL MARKET: AN OVERVIEW

##### 1.1 Indian Apparel Market: Introduction

##### 1.1.1 Indian Apparel Market: Segmentation

- 1.1.2 Indian Apparel Market: Supply Chain Network
- 1.1.3 Indian Apparel Market: Growth Drivers
- 1.1.4 Indian Apparel Market: SWOT Analysis
- 1.2 Indian Apparel Market: Size and Growth
- 1.3 Women Apparel Market: Size and Growth

## **2. INDIAN INNERWEAR MARKET: AN OVERVIEW**

- 2.1 Indian Innerwear Market Overview
- 2.2 Men's Innerwear Market Overview

## **3. INDIAN LINGERIE MARKET: AN OVERVIEW**

- 3.1 Indian Lingerie Market: An Introduction
- 3.2 Indian Lingerie Market: Segment Classification
- 3.3 Lingerie Market: Size and Growth
  - 3.3.1 Global Lingerie Market
  - 3.3.2 Indian Lingerie Market
  - 3.3.3 SWOT Analysis of Indian Lingerie Market
- 3.4 Indian Lingerie Market: Growth by Segment
  - 3.4.1 Super-Premium and Premium Segments
  - 3.4.2 Mid-Market Segment
  - 3.4.3 Economy Segment
  - 3.4.4 Low Segment
- 3.5 Indian Lingerie Market: Supply Chain Analysis
  - 3.5.1 Various Sales Channels for Lingerie Market

## **4. MARKET DYNAMICS**

- 4.1 Market Drivers
  - 4.1.1 Continuous shift in Consumer demand patterns
  - 4.1.2 Soaring income levels
  - 4.1.3 Growing consumer class
  - 4.1.4 Rising percentage of working women
  - 4.1.5 Increasing Urbanization
  - 4.1.6 Rising percentage of youth in Indian population structure
  - 4.1.7 Growing organized retail
- 4.2 Market Trends
  - 4.2.1 Changing Preferences of Size and Style in Lingerie Brands
  - 4.2.2 Selection of Lingerie according to the Outerwear

## **5. COMPETITIVE LANDSCAPE**

- 5.1 Positioning of Brands in Different Segments
- 5.2 Company Profile
  - 5.2.1 Maxwell-VIP Apparel Industries Ltd (Lovable)
  - 5.2.2 Page Industries Ltd (Jockey)
  - 5.2.3 Triumph International (India) Pvt Ltd
  - 5.2.4 Gokaldas Intimate Wear Ltd (Enamor)
  - 5.2.5 Grover Sons Apparels (Paris Beauty, Poems, Sparsh, Misty)

## **6. FUTURE OUTLOOK**

- 6.1 Market Forecast
- 6.2 Forecast Methodology

- 6.2.1 Dependent and Independent Variables
- 6.2.2 Correlation Analysis
- 6.2.3 Regression Analysis

## FIGURES, CHARTS AND TABLES

The Apparel Supply Chain  
The Manufacturing Model for Apparel Industry  
Comparison Matrix between Different Distribution Channels  
Indian Apparel Market Size & Growth (2005-2020E)  
Market Share of Urban v/s Rural Market Mix, (2009)  
Percentage Breakup of Indian Urban Apparel Market Size, (2009)  
Organized v/s Unorganized Indian Apparel Market Share (2005-2020E)  
RTS v/s RTW Indian Apparel Market Share (2005-2020E)  
Indian Apparel Market Size by Segment (% , 2009)  
Women's Indian Apparel Market Size & Growth (2005-2020E)  
Growth in the Market Share for Women's Apparel (2009-2020E)  
Overall Indian Innerwear Market Size by Value, (2006-2009)  
Men's & Women's Innerwear Market Share by Volume, (% , 2006-2009)  
Men's & Women's Innerwear Market Share by Value, (% , 2006-2009)  
Indian Innerwear Market in India: Breakup, 2009  
Overall Indian Men's Innerwear Market Size by Value, (2006-2009)  
Classification of Lingerie according to price  
Different Types of Bras  
Different types of Panties  
Income wise Households  
Presence of Brands in different Segments  
Competitive Matrix  
Global Lingerie Market Size by Value, 2008-2012F  
Indian Lingerie market size by value, (2006-2009)  
Indian Lingerie market size by volume, (2006-2009)  
Indian Lingerie market- Yearly Average Selling Price (per piece), (2006-2009)  
Indian Lingerie market Share by Segment (% (in value term, 2009)  
Super-Premium & Premium Segment Market Size by Volume, (2006-2009)  
Super-Premium & Premium Segment Market Size by Value, (2006-2009)  
Trends in Average Selling Price: Super-Premium Segment, (2006-2009)  
Trends in Average Selling Price: Premium Segment, (2006-2009)  
Mid-Market Segment Market Size by Volume, (2006-2009)  
Mid-Market Segment Market Size by Value, (2006-2009)  
Trends in Average Selling Price: Mid-Market Segment, (2006-2009)  
Economy Segment Market Size by Volume, (2006-2009)  
Economy Segment Market Size by Value, (2006-2009)  
Trends in Average Selling Price: Economy Segment, (2006-2009)  
Low Segment Market Size by Volume, (2006-2009)  
Low Segment Market Size by Value, (2006-2009)  
Trends in Average Selling Price: Low Segment, (2006-2009)  
Supply Chain Network for Indian Lingerie Market  
Manufacturing Process of Indian lingerie Market  
Lingerie- Sales Channels  
Lingerie Major Channels: Sales Breakup, 2009  
India's Per Capita Disposable Income, (2004-2010)  
Working Women Population, (2006-2010)  
Urban Population in India (in million, 2006-2010)  
Indian Youth Population of Women, (in millions, 2006-2010)  
Organized Retail Market Size, (2006-2010)

Size preference by Indian Consumer, (% , 2009)  
Presence of Brands in different Regions  
Competitive Matrix: Price v/s Value  
Market Share: Premium Lingerie Segment  
Market Share: Super Premium Lingerie Segment  
Net Sales and Net Income Comparison, (2009 & 2010)  
Net Sales and Net Income Comparison, (2006-2010)  
Triumph International (India) Net Sales, (2007-2009)  
Net Sales and Net Income Comparison, (2007-2009)  
Indian Lingerie Market Forecast: 2006-2013E  
Super Premium & Premium Segment Revenues Forecast: 2006-2013E  
Mid-Market Segment Revenue Forecast: 2006-2013E  
Economy Segment Revenue Forecast: 2006-2013E  
Low Segment Revenue Forecast: 2006-2013E

### I would like to order:

**Product name:** Indian Lingerie Market – Potential Opportunities: 2011 Edition  
**Product link:** <https://marketpublishers.com/r/I6CBA42B385EN.html>  
**Product ID:** I6CBA42B385EN  
**Price:** US\$ 850.00 (Single User License / Electronic Delivery)

*If you want to order Corporate License or Hard Copy, please, contact our Customer Service: [office@marketpublishers.com](mailto:office@marketpublishers.com)*

### Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <https://marketpublishers.com/r/I6CBA42B385EN.html>

### To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
E-mail:  
Company:  
Address:  
City:  
Zip/Post Code:  
Country:  
Tel:  
Fax:  
Your message:

\* All fields are required

Customer Signature \_\_\_\_\_

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at [https://marketpublishers.com/docs/terms\\_conditions.html](https://marketpublishers.com/docs/terms_conditions.html)

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**