

Indian Lingerie Market – Potential Opportunities: 2011 Edition

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Abstracts

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.

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