

Maternity Clothing Market Size, Share, and Outlook, 2025 Report- By Type (Tops, Bottoms, Dresses and Tunics, Nightwear, Innerwear), Material (Cotton, Spandex, Rayon, Others), Application (Individual Users, Hospitals), Distribution Channel (Online, Specialty Stores, Supermarkets and Hypermarkets, Convenience Stores, Others), and Companies, 2021-2032

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Abstracts

Maternity Clothing Market Outlook

The global Maternity Clothing market is expected to register a growth rate of 5.1% during the forecast period from \$25.4 Billion in 2024 to \$37.8 Billion in 2032. The Maternity Clothing market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Maternity Clothing segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Tops, Bottoms, Dresses and Tunics, Nightwear, Innerwear), Material (Cotton, Spandex, Rayon, Others), Application (Individual Users, Hospitals), Distribution Channel (Online, Specialty Stores, Supermarkets and Hypermarkets, Convenience Stores, Others). Over 70 tables and charts showcase findings from our latest survey report on Maternity Clothing markets.

Maternity Clothing Market Insights, 2025

The Maternity Clothing Market in 2025 reflects changing lifestyle preferences and increasing emphasis on comfort, style, and functionality for expectant mothers. This market is expanding due to rising awareness of specialized apparel that accommodates physical changes while addressing fashion trends and versatility for post-pregnancy wear. Innovations in fabric technology, including stretchability, breathability, and sustainable materials, enhance consumer appeal. The market growth is also propelled by increasing working women populations, urbanization, and e-commerce expansion that broadens access and variety. Brands invest in inclusive sizing and adaptive designs to meet diverse consumer needs, while marketing strategies focus on body positivity and maternity wellness, elevating the segment's profile in the broader apparel industry.

Five Trends that will define global Maternity Clothing market in 2025 and Beyond

A closer look at the multi-million global market for Maternity Clothing identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Maternity Clothing companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Maternity Clothing industry?

The Maternity Clothing sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Maternity Clothing Market Segment Insights

The Maternity Clothing industry presents strong offers across categories. The analytical report offers forecasts of Maternity Clothing industry performance across segments and countries. Key segments in the industry include By Type (Tops, Bottoms, Dresses and Tunics, Nightwear, Innerwear), Material (Cotton, Spandex, Rayon, Others), Application (Individual Users, Hospitals), Distribution Channel (Online, Specialty Stores, Supermarkets and Hypermarkets, Convenience Stores, Others). The largest types,

applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Maternity Clothing market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Maternity Clothing industry ecosystem. It assists decision-makers in evaluating global Maternity Clothing market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Maternity Clothing industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific Maternity Clothing Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Maternity Clothing Industry 2025: Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic

recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Maternity Clothing with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Maternity Clothing market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Maternity Clothing market Insights Executives are most excited about opportunities for the US Maternity Clothing industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Maternity Clothing companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Maternity Clothing market.

Latin American Maternity Clothing market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Maternity Clothing Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Maternity Clothing markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana,

Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Maternity Clothing markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Maternity Clothing companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Destination Maternity Corporation, Mothercare plc, Old Navy (part of Gap Inc.), Liz Lange Maternity, Seraphine Limited, Gap Inc., Belly Dance Maternity LLC, JoJo Maman B?b? Ltd., Goddess Bras, LLC, Amoralia Ltd., Noppies BV, Octmami, Amery, Etsy, Inc., Ann Inc. (Ascena Retail Group), Cake Maternity Holdings Pty Ltd, Thyme Maternity USA Inc., Gennies Healthcare Limited, Huibao Trading Co., Ltd, Love Mama, Happy House, Joyncleon.

Maternity Clothing Market Scope

Leading Segments

By Type

Tops

Bottoms

Dresses and Tunics

Nightwear

Innerwear

By Material

Cotton

Spandex

Rayon

Others

By Application

Individual Users

Hospitals

By Distribution Channel

Online

Specialty Stores

Supermarkets and Hypermarkets

Convenience Stores

Others

Leading Companies

Destination Maternity Corporation

Mothercare plc

Old Navy (part of Gap Inc.)

Liz Lange Maternity

Seraphine Limited

Gap Inc.

Belly Dance Maternity LLC

JoJo Maman B?b? Ltd.

Goddess Bras, LLC

Amoralia Ltd.

Noppies BV

Octmami

Amery

Etsy, Inc.

Ann Inc. (Ascena Retail Group)

Cake Maternity Holdings Pty Ltd

Thyme Maternity USA Inc.

Gennies Healthcare Limited

Huibao Trading Co., Ltd

Love Mama

Happy House

Joyncleon

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and Africa Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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By Type

Tops

Bottoms

Dresses and Tunics

Nightwear

Innerwear

By Material

Cotton

Spandex

Rayon

Others

By Application

Individual Users

Hospitals

By Distribution Channel

Online

Specialty Stores

Supermarkets and Hypermarkets

Convenience Stores

Others

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 - Old Navy (part of Gap Inc.)

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Seraphine Limited
Gap Inc.
Belly Dance Maternity LLC
JoJo Maman B?b? Ltd.
Goddess Bras, LLC
Amoralia Ltd.
Noppies BV
Octmami
Amery
Etsy, Inc.
Ann Inc. (Ascena Retail Group)
Cake Maternity Holdings Pty Ltd
Thyme Maternity USA Inc.
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Happy House
Joyncleon
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