

## **Childrenswear in the US**

Market Direction | 2023-01-04 | 21 pages | Euromonitor

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### **Report description:**

Childrenswear in the US recovered fully from the health and economic toll imposed by the COVID-19 pandemic in 2021, returning to the pre-pandemic levels of volume and current value sales. However, in 2022 inflation was the prominent factor hampering further growth in childrenswear. Most US parents had already bought new clothes for their children, who grew quickly during the pandemic, and wanted to look fresh and fashionable when returning to the classroom, in 2021. When the surge in inflation c...

Euromonitor International's Childrenswear in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Childrenswear market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International  
January 2023

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Buy less but better promotes the growth of the mid- and high-value segments

Childrenswear is primed for circular business models, but unique challenges remain

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Childrenswear players need to balance fashion and function

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