

Womenswear in the US

Market Direction | 2023-01-04 | 30 pages | Euromonitor

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Report description:

Womenswear recovered strongly and surpassed the pre-pandemic (2019) level of sales in both volume and current value terms in 2021, driven by the release of consumers' pent-up demand, as they revamped their wardrobes and returned to normal life when pandemic-related restrictions were widely lifted across the US. Nevertheless, growth in womenswear came to a halt in 2022, as surging inflation and the surrounding uncertainties dragged consumer demand. Under the uncertain economic circumstances, cons...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

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

Why buy this report?

- * Get a detailed picture of the Womenswear 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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2022 DEVELOPMENTS

Volume sales of womenswear recede as inflation leaps

Performance of womenswear varies across categories

Growth continues for resale, especially second-hand luxury

PROSPECTS AND OPPORTUNITIES

Womenswear expected to be less dynamic than menswear when facing multiple uncertainties

Womenswear set to be more adaptive and inclusive

Innovative experiences and tech will increasingly motivate consumers' purchases in-store

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