

## **Apparel and Footwear in India**

Market Direction | 2023-01-18 | 92 pages | Euromonitor

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### **Report description:**

After the second wave of COVID-19 in the first half of 2021, the pandemic situation remained well under control due to the rise in the vaccination rate. Although during early 2022 there was a scare due to the Omicron variant of COVID-19, it did not last long. Hence, 2022 has proven significant in terms of recovery for apparel and footwear, as this was the first year since 2019 that people were able to go on a summer vacation, as both 2020 and 2021 experienced the worst pandemic waves during the...

Euromonitor International's Apparel and Footwear in India 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: Apparel, Footwear, Sportswear.

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

Why buy this report?

- \* Get a detailed picture of the Apparel and Footwear 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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### WOMENSWEAR IN INDIA

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#### 2022 DEVELOPMENTS

Return to mobility allows for social events, aiding the recovery of several categories  
Myntra brings new foreign labels to India  
Ethnic apparel brands go all-out, raising capital via Initial Public Offerings (IPO)

#### PROSPECTS AND OPPORTUNITIES

Inclusivity to gain traction during the forecast period  
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**MENSWEAR IN INDIA**

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Physical shopping returns as the pandemic situation eases

Luxury apparel and footwear benefits from expanding online presence

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Apparel accessories remains highly fragmented and unorganised

#### PROSPECTS AND OPPORTUNITIES

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Need to create an omnichannel experience results in footwear retailers expanding their digital presence

#### PROSPECTS AND OPPORTUNITIES

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