

## **Hosiery in India**

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

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### **Report description:**

In the past, people were quite fixated on the colour of socks worn for athletic activities. Socks were restricted to white or black and a few combinations, making this a stagnant segment. However, as the penetration of social media platforms has increased, the sneaker culture, which was previously limited to cities in the US, such as New York, inspired by the hip-hop fraternity, has also become mainstream. Companies, especially sports footwear retailers, have therefore become bolder in terms of...

Euromonitor International's Hosiery 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: Non-Sheer Hosiery, Sheer Hosiery.

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

Why buy this report?

- \* Get a detailed picture of the Hosiery 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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Euromonitor International  
January 2023

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Launch of colourful sneakers results in demand for matching colourful sports socks amongst the younger population  
Rise in hybrid work model results in the acceleration of demand for slipper socks as people spend more time at home  
Sheer hosiery experiences recovery on the back of social outings

##### PROSPECTS AND OPPORTUNITIES

Younger generations' rising adoption of yoga for personal wellbeing to benefit hosiery  
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