

## **Womenswear in India**

Market Direction | 2023-01-18 | 28 pages | Euromonitor

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### **Report description:**

In 2022, with no lockdowns and no major wave of COVID-19, mobility returned to normal across the country. This allowed people to get back to activities such as socialising, organising events and visiting workspaces with ease, which aided the recovery of several womenswear categories. For example, the return of mobility allowed weddings to get back to their previous fervour, which aided recovery of one of the worst-hit segments - ethnic apparel. Apart from weddings, festivals also supported the r...

Euromonitor International's Womenswear 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: 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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Euromonitor International  
January 2023

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##### KEY DATA FINDINGS

##### 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

Major retailers such as Aditya Birla Fashion & Retail and Reliance Brands focus on acquiring D2C brands to expand their presence

Competition in ethnic wear to rise during the forecast period

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