

Childrenswear in Australia

Market Direction | 2023-01-24 | 20 pages | Euromonitor

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Report description:

Retailers and brands alike consider childrenswear a lucrative category as children continuously outgrow their clothing and require frequent replacements. Following 2020's significant declines during pandemic-induced home seclusion, retail volume sales of both baby and toddler wear and girls' apparel recovered in 2022 in line with greater mobility in Australia. This trend contributed to the ongoing demand for childrenswear over the year, with players recognising the opportunities of entering the...

Euromonitor International's Childrenswear in Australia 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.

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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2022 DEVELOPMENTS

Childrenswear proves resilient with support of menswear and womenswear brands

Evolving circular economy with peer-to-peer commerce and second-hand shopping threatens growth of childrenswear

Marginal upturn in birth rates during pandemic contributes to demand for baby and toddler wear

PROSPECTS AND OPPORTUNITIES

Demographic trends will hamper growth of baby and toddler wear over the forecast period

Consumers will continue to seek value for money from childrenswear

Purpose-driven brands of childrenswear will attract conscious consumers in the coming years

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