

Children'S Wear Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

The children's wear market is projected to register a CAGR of 8.76% over the upcoming five years.

The children's wear market is one of the most lucrative segments in the apparel industry. The market is expected to overtake both men's and women's wear in terms of growth in retail value due to a combination of demographic, macroeconomic, and social trends, supported by sales in the category. Moreover, an increase in disposable income and a growing working population drive the market's growth. Increasing product customization, innovation, and affordable pricing of children's apparel and footwear are driving market growth worldwide.

Due to customization, innovations, brand assurance, and affordability, matching clothing is now a popular trend among both kids and parents. Celebrities in the region are promoting matching wear with their kids. Child celebrities on Instagram, Snapchat, Youtube, and many more social media sites are trying new trends in clothes that are attracting kids these days. For example, Kikiandshrads, a mother-daughter duo on Instagram, uses creative and adorable ideas to market children's clothing. Because of Instagram pages and children, the market is expected to grow in the long run.

Children Wear Market Trends

Social Media Influencing the Children's Wear Market Growth

In most developed and developing countries, parents often use social media sites, such as Instagram, YouTube, Snapchat, and other social media platforms, to post photos and videos of themselves and their children in matching outfits. This trend was influenced by leading brands like Dolce & Gabbana, which created miniature and age-appropriate versions of adult clothing. The retailers stocked them side-by-side with the adult versions of clothing. This trend of twinning with children is gaining immense popularity in the market. For instance, in April 2022, in its ANYDAY collection, John Lewis launched its first "mini-me" collection. The collection bridges the gap between womenswear and childrenswear, with sixteen styles designed to complement one another.

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Therefore, due to the aforesaid factors, the market studied is expected to grow over the forecast period.

Furthermore, the trend is also being supported by celebrity parents, such as Kim Kardashian and Beyonce, and is expected to drive the market's growth. Children spend a lot of time on social media apps like Tiktok, YouTube, and Instagram, so their awareness of brands and willingness to provide an opinion on their clothing choices are increasing significantly. Parents are also willing to indulge in those choices, regardless of associated costs, thus positively affecting the market's growth.

Asia-Pacific and the Middle East are Expected to Hold Significant Market Share

Asia-Pacific is likely to hold a significant market share over the forecast period, owing to a growth in the infant population, especially in developing countries like India and China. Robust economic growth and rising household incomes are expected to increase consumer spending on children's apparel and footwear products in the Asia-Pacific region. The growth in the number of high-net-worth individuals and urbanization in the Middle East countries, especially Saudi Arabia, Qatar, and the United Arab Emirates, are creating huge opportunities for luxury children's apparel brands to enter the apparel market in these regions, thus driving the children's wear market in Asia-Pacific and the Middle East. For instance, many international luxury children's wear brands, such as Dolce & Gabbana, Stella McCartney, and Gucci, offer luxury children's apparel in the Middle Eastern regions. Moreover, premium brands, like H&M, are collaborating with various designers and illustrators to launch playful and energetic creations that can meet children's demands. For instance, in March 2022, H&M Saudi Arabia collaborated with Liunic, an illustrator and visual artist, for an H&M kidswear collaboration. The collection includes doodle-like illustrations on t-shirts, tank tops, sweatshirts, hoodies, shorts, skirts, dresses, and joggers in color palettes of pink, lilac, ocean blue, black, white, bright red, and emerald green.

Children Wear Market Competitor Analysis

The children's wear market is highly competitive. Some of the key players in the market include Carter's Inc., Adidas AG, Benetton Group SRL, The Gap Inc., Nike Inc., Disney Consumer Products, American Apparel Inc., and Dolce & Gabbana. In compliance with consumer trends, i.e., the target segment, new product developments are expected to help in the better positioning of products. Therefore, the key players are focusing on expanding their product offerings by launching new apparel designs to cater to the demographic segment of consumers.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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