

## **Apparel and Footwear in India**

Market Direction | 2024-02-05 | 92 pages | Euromonitor

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### **Report description:**

India's distinction as having one of the youngest populations globally provides a significant advantage, particularly when it comes to fashion. With a substantial proportion of the population belonging to younger age groups, the country boasts a dynamic and ever-evolving consumer base, deeply engaged with the latest fashion trends and styles. The youth population's penchant for online shopping and digital platforms further amplifies the accessibility and reach of fashion products. Leveraging thi...

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 2019-2023 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 2028 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 is on a high growth trajectory, fuelled by the increasing population of employed women  
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Aditya Birla Fashion & Retail takes a controlling stake in TCNS Clothing

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#### PROSPECTS AND OPPORTUNITIES

India's promising economic landscape will aid brands in exploring a luxury positioning

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Workplace casualisation increases demand for informal footwear

India is a lucrative market for global luxury brands

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