

Childrenswear in India

Market Direction | 2024-02-05 | 20 pages | Euromonitor

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Report description:

Childrenswear has been experiencing a notable surge in sales, fuelled by younger parents' changing preferences and spending habits. With the rise of dual-income households, these parents possess more significant disposable incomes, enabling them to indulge in stylish and high-quality fashion choices for their children. This shift in consumer behaviour, which is particularly evident amongst Millennial and Gen Z parents, is a pivotal force driving the growing trend for fashion in childrenswear.

Euromonitor International's Childrenswear 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: 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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CHILDRENSWEAR IN INDIA

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Millennial parents prioritise investing in fashion for their children

Social media trends influence purchasing decisions in childrenswear

Local D2C brands redefine childrenswear with quality and trust

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Sportswear for children holds great prospects for the forecast period

Growth expected to be driven by baby and toddler wear in the forecast period

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