

Womenswear in the US

Market Direction | 2024-11-12 | 29 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

After womenswear in the US saw significant retail volume and current value declines in 2020 due to the pandemic, there was a peak in year-on-year growth in 2021, as sales rebounded. However, the category then faced two consecutive years of slight decline in retail volume terms, while current value sales returned to low growth. The volume downturn can be attributed to persistent inflation and economic uncertainties since 2022. On a positive note, however, the US saw notable resilience in womenswe...

Euromonitor International's Womenswear in USA 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: 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.

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Womenswear in the US
Euromonitor International
November 2024

List Of Contents And Tables

WOMENSWEAR IN THE US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Signs of recovery after two years of volume decline in womenswear

Growth primarily fuelled by younger generations, benefiting brands focused on this consumer group

In-store experiences gain traction as consumer optimism rises

PROSPECTS AND OPPORTUNITIES

Cautious optimism: Projected stable growth ahead for womenswear

AI expected to further enhance online shopping experiences

Sustainability in womenswear: Challenges and opportunities ahead

CATEGORY DATA

Table 1 Sales of Womenswear by Category: Volume 2019-2024

Table 2 Sales of Womenswear by Category: Value 2019-2024

Table 3 Sales of Womenswear by Category: % Volume Growth 2019-2024

Table 4 Sales of Womenswear by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Womenswear: % Value 2020-2024

Table 6 LBN Brand Shares of Womenswear: % Value 2021-2024

Table 7 NBO Company Shares of Women's Nightwear: % Value 2020-2024

Table 8 LBN Brand Shares of Women's Nightwear: % Value 2021-2024

Table 9 NBO Company Shares of Women's Outerwear: % Value 2020-2024

Table 10 LBN Brand Shares of Women's Outerwear: % Value 2021-2024

Table 11 NBO Company Shares of Women's Swimwear: % Value 2020-2024

Table 12 LBN Brand Shares of Women's Swimwear: % Value 2021-2024

Table 13 NBO Company Shares of Women's Underwear: % Value 2020-2024

Table 14 LBN Brand Shares of Women's Underwear: % Value 2021-2024

Table 15 Forecast Sales of Womenswear by Category: Volume 2024-2029

Table 16 Forecast Sales of Womenswear by Category: Value 2024-2029

Table 17 Forecast Sales of Womenswear by Category: % Volume Growth 2024-2029

Table 18 Forecast Sales of Womenswear by Category: % Value Growth 2024-2029

APPAREL AND FOOTWEAR IN THE US

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 19 Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 20 Sales of Apparel and Footwear by Category: Value 2019-2024

Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024

Table 23 NBO Company Shares of Apparel and Footwear: % Value 2020-2024

Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024

Table 25 Distribution of Apparel and Footwear by Format: % Value 2019-2024

Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2024

Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029

Table 28 □Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 29 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 30 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Womenswear in the US

Market Direction | 2024-11-12 | 29 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-06
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com