

## **Childrenswear in Canada**

Market Direction | 2024-11-25 | 19 pages | Euromonitor

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### **Report description:**

Childrenswear in Canada experienced marginal value growth in 2024, with volumes remaining flat, following strong gains in 2023. Inflationary pressures and an overall increase in the cost of living led many parents to prioritise value-oriented purchases, focusing on promotions and essentials. The back-to-school shopping period, a critical sales opportunity for childrenswear, reflected this cautious spending, with families seeking to optimise budgets amid economic uncertainty. Boys' apparel outper...

Euromonitor International's Childrenswear in Canada 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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