

Childrenswear in Australia

Market Direction | 2024-12-19 | 22 pages | Euromonitor

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Report description:

Childrenswear in Australia is experiencing a marginally more positive performance in 2024 compared to the previous year, with 2% retail value growth to reach AUD2.7 billion, and 1% retail volume growth. This indicates a movement towards normalisation after a volume decline in 2023, driven by surging interest rates, which in turn affected Australian households, particularly those with mortgages and lower incomes. This increased - and somewhat sustained - financial pressure makes it more challengi...

Euromonitor International's Childrenswear in Australia 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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Table of Contents:

Childrenswear in Australia
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List Of Contents And Tables

CHILDRENSWEAR IN AUSTRALIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Households with young children and mortgages limit discretionary spending

Shrinking consumer spending translates into challenging conditions in local market

Fashionable collaborations boost brand loyalty and ensure they remain top of mind

PROSPECTS AND OPPORTUNITIES

Prevailing demographic trends to shape childrenswear over forecast period

Challenges to category go beyond physical wear and tear

Distribution to further shift online as retailers and brands develop seamless omnichannel operations

CATEGORY DATA

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

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

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

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

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

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

Table 7 Forecast Sales of Childrenswear by Category: Volume 2024-2029

Table 8 Forecast Sales of Childrenswear by Category: Value 2024-2029

Table 9 Forecast Sales of Childrenswear by Category: % Volume Growth 2024-2029

Table 10 □Forecast Sales of Childrenswear by Category: % Value Growth 2024-2029

APPAREL AND FOOTWEAR IN AUSTRALIA

EXECUTIVE SUMMARY

Apparel and footwear impacted by challenging economic conditions in 2024

Market polarisation, DEI and sustainability emerge as key trends in 2024

Mergers and disruptive DTC models shape competitive landscape

E-commerce continues to evolve in Australia, responding to consumer demand and shaping trends that echo across the industry

What next for apparel and footwear?

MARKET DATA

Table 11 Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 12 Sales of Apparel and Footwear by Category: Value 2019-2024

Table 13 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

Table 14 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024

Table 15 NBO Company Shares of Apparel and Footwear: % Value 2020-2024

Table 16 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024

Table 17 Distribution of Apparel and Footwear by Format: % Value 2019-2024

Table 18 Distribution of Apparel and Footwear by Format and Category: % Value 2024

Table 19 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029

Table 20 □Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 21 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

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