

## **Hosiery in Australia**

Market Direction | 2024-12-19 | 20 pages | Euromonitor

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### **Report description:**

Despite an overall decline in demand in 2024, retail value sales of hosiery in Australia are marginally improving.

Euromonitor International's Hosiery 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: Non-Sheer Hosiery, Sheer Hosiery.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Hosiery 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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HOSIERY IN AUSTRALIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Australians replenish their collections of daily wardrobe essentials  
Competitive landscape features mix of private label, specialists, global sports brands and fast fashion  
Generation Z and millennials debate 2024's sock trends on social media

PROSPECTS AND OPPORTUNITIES

Private label poised to be cost-effective solution in the face of economic uncertainty  
Natural and alternative fibres are cornerstones of sustainability, yet the journey towards a circular economy will continue over the forecast period  
Hosiery to be challenged by frugality and practicality in purchasing decisions, leading to distribution channel shift

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