

## **Children's Wear - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-06-01 | 120 pages | Mordor Intelligence

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### **Report description:**

Children's Wear Market Analysis

The global children's wear market is valued at USD 284.68 billion in 2025, and is set to climb to USD 378.95 billion by 2030, marking a steady CAGR of 5.89%. This growth is driven by the essential need for children's clothing, heightened by stricter safety protocols and a push for sustainability. Such fundamental demand lends the market resilience, even when consumers tighten their belts on non-essentials. The Asia-Pacific region stands out as a pivotal player, bolstered by its strong manufacturing base, a burgeoning middle class, and a swift embrace of digital retail. Industry players are channeling investments into tech innovations, from smart textiles and eco-friendly materials to advanced e-commerce platforms. These moves cater to the discerning tastes of millennial and Gen Z parents, who prioritize durability, transparency in the supply chain, and a hassle-free shopping journey. Furthermore, in major markets like the U.S., EU, and significant Asian regions, a regulatory tilt favors firms with robust compliance systems, creating formidable entry barriers for newer, less established players.

Global Children's Wear Market Trends and Insights

Frequent replacement cycle due to rapid growth and wear

Children's rapid physical growth drives a distinctive market pattern in the children's apparel industry, with clothing replacement occurring significantly more frequently than in adult segments. During peak growth phases, children typically outgrow their clothes every 6-12 months, establishing a continuous replenishment cycle that sustains market growth. This biological necessity,

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combined with heightened parental awareness of clothing quality and safety standards, shapes market dynamics across regions. The implementation of the U.S. Consumer Product Safety Commission's FY 2024 Operating Plan has introduced more stringent safety requirements for children's products, including apparel, directly impacting consumer purchasing decisions and manufacturer compliance standards. The market has evolved to address these patterns through innovative solutions like subscription-based kidswear services, offering parents systematic wardrobe updates while providing companies with predictable revenue streams. The economic impact is particularly significant in households with multiple children, where simultaneous wardrobe updates necessitate bulk purchases, creating efficiency opportunities for both retailers and manufacturers in inventory management and distribution.

#### Rising focus on quality, durability, and comfort

The children's clothing market demonstrates a significant shift in consumer behavior, with parents increasingly prioritizing garment durability and comfort over price considerations. This transformation stems from heightened awareness of textile safety standards, environmental sustainability, and long-term value assessment. Working parents, in particular, seek clothing that withstands rigorous daily activities, maintains appearance through multiple wash cycles, and ensures their children's comfort during extended wear. The European Union's implementation of the Ecodesign for Sustainable Products Regulation has established stringent durability requirements for textiles, effectively aligning regulatory frameworks with evolving consumer preferences. The premium segment's robust growth at 6.93% CAGR reflects parents' increasing willingness to invest in high-quality garments that deliver superior comfort and extended wear. Advanced fabric technologies, incorporating features such as moisture-wicking capabilities and stain-resistant treatments, enable manufacturers to justify premium pricing while offering tangible performance benefits. The emphasis on comfort has catalyzed innovations in seamless construction techniques and hypoallergenic materials, particularly crucial for infants and toddlers with sensitive skin, creating distinct market opportunities for brands investing in sophisticated textile technologies.

#### Rapidly changing fashion trends and seasonality

The rapid evolution of children's fashion trends, driven by social media platforms like Instagram and TikTok, alongside celebrity influence, creates complex inventory management challenges for kidswear manufacturers and retailers. The traditional seasonal buying cycles are being disrupted as children's fashion trends now shift more frequently, with micro-trends emerging and fading within months. This market volatility significantly impacts production planning and inventory decisions, particularly in the premium segment where parents increasingly seek fashion-forward options that mirror contemporary adult styles. Retailers face additional pressure as they must commit to inventory several months ahead of sales periods without accurate demand forecasting capabilities. The growing influence of digital platforms and social media influencers can rapidly popularize specific styles or products, but this same dynamic also accelerates trend obsolescence, often leaving retailers with excess inventory that requires significant markdowns, ultimately affecting their profit margins and financial performance.

Other drivers and restraints analyzed in the detailed report include:

Growing demand for sustainable and eco-friendly fabrics / Technological advancements in materials and production / High production costs for sustainable and safe materials /

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

The apparel segment holds 73.47% market share in 2024, dominating the children's wear market through its essential role in providing daily clothing needs. This leadership position comes from the segment's broad product range, including tops, bottoms,

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underwear, and outerwear that form the foundation of children's wardrobes. The segment's strength derives from consistent demand driven by children's growth patterns, seasonal changes, and regular wear from daily activities. Government initiatives supporting family welfare, including New York City's programs for affordable housing and child care, help maintain steady apparel spending levels. While the apparel segment is mature, it continues to evolve through sustainable materials, technological advancements, and customization options that meet consumer demands for personalized and sustainable products.

The footwear segment projects a 6.28% CAGR through 2030, the highest growth rate in the children's wear market. This growth stems from increased youth sports participation, rising athleisure popularity, and heightened parental awareness of proper footwear's role in child development. Parents are allocating more resources to specialized footwear that supports active lifestyles and addresses orthopedic health needs. The segment's expansion benefits from advances in cushioning technology, support systems, and materials that improve performance while meeting children's specific developmental requirements. Athletic brands strengthen their market position through youth sports programs, building early brand relationships. The growing understanding of childhood foot health's importance creates market opportunities for brands that incorporate medical expertise and orthopedic principles in their designs.

The kids/children segment (2-14 years) holds 76.58% market share in 2024, driven by the extensive age range and varied product needs across developmental stages. The segment's prominence results from comprehensive clothing requirements spanning multiple growth phases, each needing specific sizing, design, and functionality that generate consistent purchasing patterns. Children's growing influence in purchase decisions, combined with their developing style preferences, enables brands to establish connections with young consumers while meeting parents' needs for durable, cost-effective clothing. Infrastructure developments, such as North Carolina's USD 26.8 million investment in early childhood education and school facilities, create environments requiring appropriate clothing for educational and social activities. The segment covers diverse clothing categories, including school uniforms, sportswear, formal attire, and casual wear, offering multiple seasonal purchasing opportunities.

The Infant/Toddler segment (below 2 years) is growing at 6.53% CAGR through 2030, supported by increased parental spending and rising birth rates in emerging markets. Parents typically allocate higher budgets for infant clothing, emphasizing quality materials, safety features, and comfort for this sensitive age group. The segment gains substantial momentum from birth-related gifting traditions, generating demand beyond immediate family purchases and supporting higher price points. Regulatory frameworks, such as Japan's amended Product Safety Acts focusing on clothing for children under three years, establish strict safety standards that benefit established manufacturers with comprehensive quality controls. The segment's purchasing patterns show that family members and gift-givers often select recognized brands and premium products, creating opportunities in the luxury and premium market segments.

The Global Children's Wear Market Report Segments the Industry by Product Type (Apparel, Footwear, and Others); by Age Group (Infant/Toddler and Kids/Children); by Category (Mass and Premium); by Distribution Channel (Offline Stores and Online Stores); and by Geography (North America, Europe, Asia-Pacific, South America, and Middle East and Africa). The Market Forecasts are Provided in Terms of Value (USD).

#### Geography Analysis

Asia-Pacific holds 39.69% of the global kidswear market in 2024 and is growing at 7.65% CAGR through 2030. The region's dominance stems from its manufacturing capabilities, growing middle-class population, rising disposable incomes, and supportive government policies in textile production and family welfare. Within ASEAN, the CLMV economies (Cambodia, Laos, Myanmar, Vietnam) showcase significant manufacturing presence, with Cambodia's garment sector comprising 70% of its total exports. However, these markets face challenges including raw material import dependency and need for technological modernization. Regional safety regulations, such as South Korea's KC certification and Japan's Product Safety Acts, favor manufacturers with established quality systems. The region's growth is reinforced by high birth rates and increasing urbanization, driving demand for

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branded children's products.

North America maintains a stable market position through high consumer purchasing power, strict safety regulations, and developed retail networks. The U.S. Consumer Product Safety Commission's standards create a structured environment that benefits companies with strong compliance systems. Government support for family welfare, including child care and education funding, ensures consistent consumer spending on children's products and contributes to market stability through enhanced family financial security.

Europe sets global industry standards through comprehensive sustainability and safety regulations, including Digital Product Passport requirements and chemical safety protocols. These regulations create advantages for European brands with advanced compliance systems while influencing global manufacturing practices. The region's environmental focus creates opportunities for brands using eco-friendly materials and transparent supply chains. The Middle East and Africa show significant growth potential, driven by young populations and rising incomes. Saudi Arabia's fashion market expansion, supported by Vision 2030 initiatives, demonstrates the region's development through local brand promotion and increased consumer spending in children's apparel.

List of Companies Covered in this Report:

Carter's Inc. / Adidas Group / Nike, Inc. / The Gap Inc. / H&M Group / Puma SE / Benetton Group S.r.l. / Mothercare plc / Burberry Group plc / Dolce & Gabbana S.r.l. / VF Corporation / Fast Retailing Co., Ltd. / Hanesbrands Inc. / Industria de Diseno Textil, S.A / LVMH Moet Hennessy Louis Vuitton SE (Bonpoint, Baby Dior) / Ralph Lauren Corporation / Under Armour Inc. / OTB S.p.A. / The Children's Place, Inc. / Gini & Jony Ltd. / Carhartt, Inc. / Hugo Boss AG / Oxford Industries, Inc. / Punto Fa, S.L. (Mango) /

Additional Benefits:

<ul> The market estimate (ME) sheet in Excel format /  
3 months of analyst support / </ul>

## **Table of Contents:**

### 1 INTRODUCTION

#### 1.1 Study Assumptions and Market Definition

#### 1.2 Scope of the Study

### 2 RESEARCH METHODOLOGY

### 3 EXECUTIVE SUMMARY

### 4 MARKET LANDSCAPE

#### 4.1 Market Overview

#### 4.2 Market Drivers

##### 4.2.1 Frequent replacement cycle due to rapid growth and wear

##### 4.2.2 Rising focus on quality, durability, and comfort

##### 4.2.3 Growing demand for sustainable and eco-friendly fabrics

##### 4.2.4 Technological advancements in materials and production

##### 4.2.5 Influence of celebrity endorsements and marketing

##### 4.2.6 Increasing popularity of casual and athleisure kidswear

#### 4.3 Market Restraints

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- 4.3.1 Rapidly changing fashion trends and seasonality
- 4.3.2 High production costs for sustainable and safe materials
- 4.3.3 Counterfeit and low-quality product penetration
- 4.3.4 Seasonal demand fluctuations and inventory risks
- 4.4 Consumer Behaviour Analysis
- 4.5 Regulatory Outlook
- 4.6 Porter's Five Forces Analysis
  - 4.6.1 Bargaining Power of Suppliers
  - 4.6.2 Bargaining Power of Buyers
  - 4.6.3 Threat of New Entrants
  - 4.6.4 Threat of Substitutes
  - 4.6.5 Degree of Competition

## 5 MARKET SIZE AND GROWTH FORECASTS (VALUE)

- 5.1 By Product Type
  - 5.1.1 Apparel
  - 5.1.2 Footwear
  - 5.1.3 Other Product Types
- 5.2 By Age Group
  - 5.2.1 Infant/Toddler (Below 2 years)
  - 5.2.2 Kids/Children (2 - 14 years)
- 5.3 By Category
  - 5.3.1 Mass
  - 5.3.2 Premium
- 5.4 By Distribution Channel
  - 5.4.1 Offline Stores
  - 5.4.2 Online Stores
- 5.5 By Geography
  - 5.5.1 North America
    - 5.5.1.1 United States
    - 5.5.1.2 Canada
    - 5.5.1.3 Mexico
    - 5.5.1.4 Rest of North America
  - 5.5.2 Europe
    - 5.5.2.1 Germany
    - 5.5.2.2 United Kingdom
    - 5.5.2.3 Italy
    - 5.5.2.4 France
    - 5.5.2.5 Spain
    - 5.5.2.6 Netherlands
    - 5.5.2.7 Poland
    - 5.5.2.8 Belgium
    - 5.5.2.9 Sweden
    - 5.5.2.10 Rest of Europe
  - 5.5.3 Asia-Pacific
    - 5.5.3.1 China
    - 5.5.3.2 India

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- 5.5.3.3 Japan
- 5.5.3.4 Australia
- 5.5.3.5 Indonesia
- 5.5.3.6 South Korea
- 5.5.3.7 Thailand
- 5.5.3.8 Singapore
- 5.5.3.9 Rest of Asia-Pacific
- 5.5.4 South America
  - 5.5.4.1 Brazil
  - 5.5.4.2 Argentina
  - 5.5.4.3 Colombia
  - 5.5.4.4 Chile
  - 5.5.4.5 Peru
  - 5.5.4.6 Rest of South America
- 5.5.5 Middle East and Africa
  - 5.5.5.1 South Africa
  - 5.5.5.2 Saudi Arabia
  - 5.5.5.3 United Arab Emirates
  - 5.5.5.4 Nigeria
  - 5.5.5.5 Egypt
  - 5.5.5.6 Morocco
  - 5.5.5.7 Turkey
  - 5.5.5.8 Rest of Middle East and Africa

## 6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration
- 6.2 Strategic Moves
- 6.3 Market Share Analysis
- 6.4 Company Profiles (Includes Global-level Overview, Market-level Overview, Core Segments, Financials, Strategic Info, Market Rank/Share, Products and Services, Recent Developments)
  - 6.4.1 Carter's Inc.
  - 6.4.2 Adidas Group
  - 6.4.3 Nike, Inc.
  - 6.4.4 The Gap Inc.
  - 6.4.5 H&M Group
  - 6.4.6 Puma SE
  - 6.4.7 Benetton Group S.r.l.[]
  - 6.4.8 Mothercare plc
  - 6.4.9 Burberry Group plc[]
  - 6.4.10 Dolce & Gabbana S.r.l.[]
  - 6.4.11 VF Corporation
  - 6.4.12 Fast Retailing Co., Ltd.
  - 6.4.13 Hanesbrands Inc.
  - 6.4.14 Industria de Diseno Textil, S.A
  - 6.4.15 LVMH Moet Hennessy Louis Vuitton SE (Bonpoint, Baby Dior)
  - 6.4.16 Ralph Lauren Corporation[]
  - 6.4.17 Under Armour Inc.

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- 6.4.18 OTB S.p.A.
- 6.4.19 The Children's Place, Inc.
- 6.4.20 Gini & Jony Ltd.
- 6.4.21 Carhartt, Inc.
- 6.4.22 Hugo Boss AG
- 6.4.23 Oxford Industries, Inc.
- 6.4.24 Punto Fa, S.L. (Mango)

## 7 MARKET OPPORTUNITIES AND FUTURE OUTLOOK

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