

Apparel and Footwear in India

February 2024

Table of Contents

Apparel and Footwear in India

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 1 - Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 2 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 3 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 4 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 6 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 7 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 8 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 9 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 10 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 11 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Childrenswear in India

KEY DATA FINDINGS

2023 DEVELOPMENTS

Millennial parents prioritise investing in fashion for their children

Social media trends influence purchasing decisions in childrenswear

Local D2C brands redefine childrenswear with quality and trust

PROSPECTS AND OPPORTUNITIES

India's promising economic landscape will aid brands in exploring a luxury positioning

Sportswear for children holds great prospects for the forecast period

Growth expected to be driven by baby and toddler wear in the forecast period

CATEGORY DATA

Table 13 - Sales of Childrenswear by Category: Volume 2018-2023

Table 14 - Sales of Childrenswear by Category: Value 2018-2023

Table 15 - Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 16 - Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Childrenswear: % Value 2019-2023

Table 18 - LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 19 - Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 20 - Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 21 - Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

Apparel Accessories in India

KEY DATA FINDINGS

2023 DEVELOPMENTS

Other apparel accessories sees decline in 2023, with the fading impact of COVID-19

Apparel accessories remains a highly unorganised category

PROSPECTS AND OPPORTUNITIES

Hats/caps has a bright forecast owing to the resurgence of travel

The casualisation trend might hamper the growth of ties

CATEGORY DATA

Table 23 - Sales of Apparel Accessories by Category: Volume 2018-2023

Table 24 - Sales of Apparel Accessories by Category: Value 2018-2023

Table 25 - Sales of Apparel Accessories by Category: % Volume Growth 2018-2023

Table 26 - Sales of Apparel Accessories by Category: % Value Growth 2018-2023

Table 27 - NBO Company Shares of Apparel Accessories: % Value 2019-2023

Table 28 - LBN Brand Shares of Apparel Accessories: % Value 2020-2023

Table 29 - Forecast Sales of Apparel Accessories by Category: Volume 2023-2028

Table 30 - Forecast Sales of Apparel Accessories by Category: Value 2023-2028

Table 31 - Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028

Table 32 - Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

Menswear in India

KEY DATA FINDINGS

2023 DEVELOPMENTS

Robust growth observed as men prioritise fashion and style

Aditya Birla Fashion & Retail maintains its lead within menswear

D2C entrants are intensifying the competition with unique offerings and a brand story

PROSPECTS AND OPPORTUNITIES

Premiumisation expected to drive growth in menswear in the forecast period

Sustainability will be a focus for menswear brands in the future

The casualisation trend will continue to shape menswear

CATEGORY DATA

Table 33 - Sales of Menswear by Category: Volume 2018-2023

Table 34 - Sales of Menswear by Category: Value 2018-2023

Table 35 - Sales of Menswear by Category: % Volume Growth 2018-2023

Table 36 - Sales of Menswear by Category: % Value Growth 2018-2023

Table 37 - NBO Company Shares of Menswear: % Value 2019-2023

Table 38 - LBN Brand Shares of Menswear: % Value 2020-2023

Table 39 - NBO Company Shares of Men's Outerwear: % Value 2019-2023

Table 40 - LBN Brand Shares of Men's Outerwear: % Value 2020-2023

Table 41 - NBO Company Shares of Men's Swimwear: % Value 2019-2023

Table 42 - LBN Brand Shares of Men's Swimwear: % Value 2020-2023

Table 43 - NBO Company Shares of Men's Underwear: % Value 2019-2023

Table 44 - LBN Brand Shares of Men's Underwear: % Value 2020-2023

Table 45 - Forecast Sales of Menswear by Category: Volume 2023-2028

Table 46 - Forecast Sales of Menswear by Category: Value 2023-2028

Table 47 - Forecast Sales of Menswear by Category: % Volume Growth 2023-2028

Table 48 - Forecast Sales of Menswear by Category: % Value Growth 2023-2028

Womenswear in India

KEY DATA FINDINGS

2023 DEVELOPMENTS

Womenswear is on a high growth trajectory, fuelled by the increasing population of employed women

Declines in essential commodity prices enable brands to safeguard their profit margins

Aditya Birla Fashion & Retail takes a controlling stake in TCNS Clothing

PROSPECTS AND OPPORTUNITIES

A rise in living standards will spark a desire for elevated spending on apparel

Omnichannel strategies will take centre stage, providing consumers with an elevated shopping experience

The rise of social commerce expected to influence the forecast for womenswear

CATEGORY DATA

Table 49 - Sales of Womenswear by Category: Volume 2018-2023

Table 50 - Sales of Womenswear by Category: Value 2018-2023

Table 51 - Sales of Womenswear by Category: % Volume Growth 2018-2023

Table 52 - Sales of Womenswear by Category: % Value Growth 2018-2023

Table 53 - NBO Company Shares of Womenswear: % Value 2019-2023

Table 54 - LBN Brand Shares of Womenswear: % Value 2020-2023

Table 55 - NBO Company Shares of Women's Nightwear: % Value 2019-2023

Table 56 - LBN Brand Shares of Women's Nightwear: % Value 2020-2023

Table 57 - NBO Company Shares of Women's Outerwear: % Value 2019-2023

Table 58 - LBN Brand Shares of Women's Outerwear: % Value 2020-2023

Table 59 - NBO Company Shares of Women's Swimwear: % Value 2019-2023

Table 60 - LBN Brand Shares of Women's Swimwear: % Value 2020-2023

Table 61 - NBO Company Shares of Women's Underwear: % Value 2019-2023

Table 62 - LBN Brand Shares of Women's Underwear: % Value 2020-2023

Table 63 - Forecast Sales of Womenswear by Category: Volume 2023-2028

Table 64 - Forecast Sales of Womenswear by Category: Value 2023-2028

Table 65 - Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028

Table 66 - Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

Jeans in India

KEY DATA FINDINGS

2023 DEVELOPMENTS

Jeans in India records robust double-digit growth, driven by premium jeans

Established brands maintain their leading positions in jeans

D2C brands are collaborating with influencers to target a younger cohort

PROSPECTS AND OPPORTUNITIES

Rise in athleisurewear might pose a threat to jeans in the forecast period

Jeans to face polarisation in India in the forecast period

Expansion beyond tier 1 cities will continue

CATEGORY DATA

Table 67 - Sales of Jeans by Category: Volume 2018-2023

Table 68 - Sales of Jeans by Category: Value 2018-2023

Table 69 - Sales of Jeans by Category: % Volume Growth 2018-2023

Table 70 - Sales of Jeans by Category: % Value Growth 2018-2023

Table 71 - Sales of Men's Jeans by Category: Volume 2018-2023

Table 72 - Sales of Men's Jeans by Category: Value 2018-2023

Table 73 - Sales of Men's Jeans by Category: % Volume Growth 2018-2023

Table 74 - Sales of Men's Jeans by Category: % Value Growth 2018-2023

Table 75 - Sales of Women's Jeans by Category: Volume 2018-2023

Table 76 - Sales of Women's Jeans by Category: Value 2018-2023

Table 77 - Sales of Women's Jeans by Category: % Volume Growth 2018-2023

Table 78 - Sales of Women's Jeans by Category: % Value Growth 2018-2023

Table 79 - NBO Company Shares of Jeans: % Value 2019-2023

Table 80 - LBN Brand Shares of Jeans: % Value 2020-2023

Table 81 - Forecast Sales of Jeans by Category: Volume 2023-2028

Table 82 - Forecast Sales of Jeans by Category: Value 2023-2028

Table 83 - Forecast Sales of Jeans by Category: % Volume Growth 2023-2028

Table 84 - Forecast Sales of Jeans by Category: % Value Growth 2023-2028

Table 85 - Forecast Sales of Men's Jeans by Category: Volume 2023-2028

Table 86 - Forecast Sales of Men's Jeans by Category: Value 2023-2028

Table 87 - Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028

Table 88 - Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028

Table 89 - Forecast Sales of Women's Jeans by Category: Volume 2023-2028

Table 90 - Forecast Sales of Women's Jeans by Category: Value 2023-2028

Table 91 - Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028

Table 92 - Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

Hosiery in India

KEY DATA FINDINGS

2023 DEVELOPMENTS

An increase in activities outside the home supports growth for sheer hosiery

D2C brands are creating a niche with character-inspired offerings

PROSPECTS AND OPPORTUNITIES

Growing hygiene awareness and perception of hosiery as a fashion statement will drive growth

New product offerings to elevate consumers' interest in hosiery

CATEGORY DATA

Table 93 - Sales of Hosiery by Category: Volume 2018-2023

Table 94 - Sales of Hosiery by Category: Value 2018-2023

Table 95 - Sales of Hosiery by Category: % Volume Growth 2018-2023

Table 96 - Sales of Hosiery by Category: % Value Growth 2018-2023

Table 97 - NBO Company Shares of Hosiery: % Value 2019-2023

Table 98 - LBN Brand Shares of Hosiery: % Value 2020-2023

Table 99 - Forecast Sales of Hosiery by Category: Volume 2023-2028

Table 100 - Forecast Sales of Hosiery by Category: Value 2023-2028

Table 101 - Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028

Table 102 - Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

Footwear in India

KEY DATA FINDINGS

2023 DEVELOPMENTS

Footwear sees high double-digit growth thanks to an increase in consumer spending

Workplace casualisation increases demand for informal footwear

India is a lucrative market for global luxury brands

PROSPECTS AND OPPORTUNITIES

Use of technology to transform footwear in India

Incorporation of BIS certification for footwear will propel the shift towards organised retail

E-commerce penetration to be boosted in the forecast period

CATEGORY DATA

Table 103 - Sales of Footwear by Category: Volume 2018-2023

Table 104 - Sales of Footwear by Category: Value 2018-2023

Table 105 - Sales of Footwear by Category: % Volume Growth 2018-2023

Table 106 - Sales of Footwear by Category: % Value Growth 2018-2023

Table 107 - NBO Company Shares of Footwear: % Value 2019-2023

Table 108 - LBN Brand Shares of Footwear: % Value 2020-2023

Table 109 - Distribution of Footwear by Format: % Value 2018-2023

Table 110 - Forecast Sales of Footwear by Category: Volume 2023-2028

Table 111 - Forecast Sales of Footwear by Category: Value 2023-2028

Table 112 - Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 113 - Forecast Sales of Footwear by Category: % Value Growth 2023-2028

Sportswear in India

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of sportswear surge as Indian consumers prioritise an active lifestyle

adidas signs a sponsorship deal with BCCI for Indian cricket team jerseys

Brands embrace casualisation amidst the rising popularity of athleisure clothing

PROSPECTS AND OPPORTUNITIES

Sports footwear will continue to outperform sports apparel in the forecast period

Sportswear brands to refine their strategies to engage the younger consumer demographic

D2C brands are striving to build a niche in sportswear

CATEGORY DATA

Table 114 - Sales of Sportswear by Category: Value 2018-2023

Table 115 - Sales of Sportswear by Category: % Value Growth 2018-2023

Table 116 - NBO Company Shares of Sportswear: % Value 2019-2023

Table 117 - LBN Brand Shares of Sportswear: % Value 2020-2023

Table 118 - Distribution of Sportswear by Format: % Value 2018-2023

Table 119 - Forecast Sales of Sportswear by Category: Value 2023-2028

Table 120 - Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/apparel-and-footwear-in-india/report.