

Menswear in India

February 2024

Table of Contents

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 1 - Sales of Menswear by Category: Volume 2018-2023
Table 2 - Sales of Menswear by Category: Value 2018-2023
Table 3 - Sales of Menswear by Category: % Volume Growth 2018-2023
Table 4 - Sales of Menswear by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Menswear: % Value 2019-2023
Table 6 - LBN Brand Shares of Menswear: % Value 2020-2023
Table 7 - NBO Company Shares of Men's Outerwear: % Value 2019-2023
Table 8 - LBN Brand Shares of Men's Outerwear: % Value 2020-2023
Table 9 - NBO Company Shares of Men's Swimwear: % Value 2019-2023
Table 10 - LBN Brand Shares of Men's Swimwear: % Value 2020-2023
Table 11 - NBO Company Shares of Men's Underwear: % Value 2019-2023
Table 12 - LBN Brand Shares of Men's Underwear: % Value 2020-2023
Table 13 - Forecast Sales of Menswear by Category: Volume 2023-2028
Table 14 - Forecast Sales of Menswear by Category: Value 2023-2028
Table 15 - Forecast Sales of Menswear by Category: % Volume Growth 2023-2028
Table 16 - Forecast Sales of Menswear by Category: % Value Growth 2023-2028

Apparel and Footwear in India - Industry Overview

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 17 - Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 18 - Sales of Apparel and Footwear by Category: Value 2018-2023
Table 19 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 20 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 21 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 22 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
Table 23 - Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 24 - Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 25 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
Table 26 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
Table 27 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
Table 28 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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