

Key Trends in the US Childrenswear and Children's Footwear Market

January 2023

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Executive summary

A SNAPSHOT OF THE US CHILDRENSWEAR AND CHILDREN'S FOOTWEAR MARKET

Substantial recovery in 2021, but then dragged by economic uncertainties

Childrenswear and children's footwear show greater resilience than the wider fashion industry

US continues to lead the global childrenswear and children's footwear market

Girl's apparel drives and will continue to drive US childrenswear growth

Mid and high-value segment is gradually increasing its share

COMPETITIVE LANDSCAPE

US childrenswear is led by Carter's Inc, although its market share is declining

The US children's footwear market is becoming increasingly concentrated

TOP FIVE TRENDS SHAPING THE INDUSTRY

Examining five trends shaping US childrenswear and children's footwear

Parents' interests in health and wellness fuel demands for children's sportswear

Jordan Brand introduces 23/7, a shoe designed for children's experience

H&M launches the new brand, H&M Move with sportswear collections for children

Trends among young parents: Continued growth in fashion purchases on smartphone

Trends among young parents: Heavy usage of social media and need for fashionable items

Michael Kors launches first childrenswear collection

Old Navy: From "mommy and me" fashion to family matching outfits

Digital living: Childrenswear players are entering the metaverse

OshKosh B'gosh enters the metaverse with Super League Gaming

H&M launches H&M Loooptopia, a Roblox game that promotes circular fashion

Attitudes to sustainability among US parents, and fashion players' actions

Conscious parents drive growth in sustainable childrenswear in the US

Carter's launches its first children's clothing recycling programme with TerraCycle

Gerber Childrenswear launches new conscious clothing line

Awareness of body positivity reflects US parents' increasing involvement in social issues

Abercrombie & Fitch adds size-inclusive denim for children

Tommy Hilfiger stands apart and proves adaptive fashion is working

WHAT'S NEXT

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Opportunity and risk: Avoiding controversial campaigns is a must-have

Recommendations to gain a viable foothold in the US childrenswear and footwear market

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