



Euromonitor  
International

# Apparel and Footwear Specialists in India

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Premium/affordable market bifurcation creates dual growth opportunities
- Revival of indigenous textiles connects traditional craftsmanship with contemporary fashion
- Emergence of quick-commerce in apparel and footwear retail: Transforming delivery expectations from days to minutes

PROSPECTS AND OPPORTUNITIES

- The competition from e-commerce, and AI-powered hyper-personalisation
- The rise of digital fashion and avatars in the metaverse, and the incorporation of technology in stores
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Retail in India - Industry Overview

EXECUTIVE SUMMARY

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- Price, and level of involvement in the buying process are leading parameters when choosing a retail channel
- Evolving consumer preferences make an omnichannel presence imperative to drive strong demand
- What next for retail?

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- Informal retail
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- Diwali season
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DISCLAIMER

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