



Euromonitor  
International

# Childrenswear in Australia

December 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Households with young children and mortgages limit discretionary spending  
Shrinking consumer spending translates into challenging conditions in local market  
Fashionable collaborations boost brand loyalty and ensure they remain top of mind

PROSPECTS AND OPPORTUNITIES

Prevailing demographic trends to shape childrenswear over forecast period  
Challenges to category go beyond physical wear and tear  
Distribution to further shift online as retailers and brands develop seamless omnichannel operations

CATEGORY DATA

- Table 1 - Sales of Childrenswear by Category: Volume 2019-2024
- Table 2 - Sales of Childrenswear by Category: Value 2019-2024
- Table 3 - Sales of Childrenswear by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Childrenswear by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Childrenswear: % Value 2020-2024
- Table 6 - LBN Brand Shares of Childrenswear: % Value 2021-2024
- Table 7 - Forecast Sales of Childrenswear by Category: Volume 2024-2029
- Table 8 - Forecast Sales of Childrenswear by Category: Value 2024-2029
- Table 9 - Forecast Sales of Childrenswear by Category: % Volume Growth 2024-2029
- Table 10 - Forecast Sales of Childrenswear by Category: % Value Growth 2024-2029

Apparel and Footwear in Australia - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear impacted by challenging economic conditions in 2024  
Market polarisation, DEI and sustainability emerge as key trends in 2024  
Mergers and disruptive DTC models shape competitive landscape  
E-commerce continues to evolve in Australia, responding to consumer demand and shaping trends that echo across the industry  
What next for apparel and footwear?

MARKET DATA

- Table 11 - Sales of Apparel and Footwear by Category: Volume 2019-2024
- Table 12 - Sales of Apparel and Footwear by Category: Value 2019-2024
- Table 13 - Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
- Table 14 - Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
- Table 15 - NBO Company Shares of Apparel and Footwear: % Value 2020-2024
- Table 16 - LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
- Table 17 - Distribution of Apparel and Footwear by Format: % Value 2019-2024
- Table 18 - Distribution of Apparel and Footwear by Format and Category: % Value 2024
- Table 19 - Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
- Table 20 - Forecast Sales of Apparel and Footwear by Category: Value 2024-2029
- Table 21 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029
- Table 22 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

## 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/childrenswear-in-australia/report](http://www.euromonitor.com/childrenswear-in-australia/report).