



Euromonitor
International

Womenswear in Australia

December 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic headwinds contribute to sales fluctuations
Competitive landscape is mix of acquisitions, collapses and consumer shift towards budget-friendly casual apparel
Digital transformation within womenswear ensures seamless customer experience

PROSPECTS AND OPPORTUNITIES

Growing polarisation of budget-friendly casual options versus investment pieces to hinder stronger performance over the forecast period
Acquisitions within women’s swimwear offer further development potential
Future focus on sustainability, transparency and social accountability

CATEGORY DATA

- Table 1 - Sales of Womenswear by Category: Volume 2019-2024
- Table 2 - Sales of Womenswear by Category: Value 2019-2024
- Table 3 - Sales of Womenswear by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Womenswear by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Womenswear: % Value 2020-2024
- Table 6 - LBN Brand Shares of Womenswear: % Value 2021-2024
- Table 7 - NBO Company Shares of Women's Nightwear: % Value 2020-2024
- Table 8 - LBN Brand Shares of Women's Nightwear: % Value 2021-2024
- Table 9 - NBO Company Shares of Women's Outerwear: % Value 2020-2024
- Table 10 - LBN Brand Shares of Women's Outerwear: % Value 2021-2024
- Table 11 - NBO Company Shares of Women's Swimwear: % Value 2020-2024
- Table 12 - LBN Brand Shares of Women's Swimwear: % Value 2021-2024
- Table 13 - NBO Company Shares of Women's Underwear: % Value 2020-2024
- Table 14 - LBN Brand Shares of Women's Underwear: % Value 2021-2024
- Table 15 - Forecast Sales of Womenswear by Category: Volume 2024-2029
- Table 16 - Forecast Sales of Womenswear by Category: Value 2024-2029
- Table 17 - Forecast Sales of Womenswear by Category: % Volume Growth 2024-2029
- Table 18 - Forecast Sales of Womenswear 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 19 - Sales of Apparel and Footwear by Category: Volume 2019-2024
- Table 20 - Sales of Apparel and Footwear by Category: Value 2019-2024
- Table 21 - Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
- Table 22 - Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
- Table 23 - NBO Company Shares of Apparel and Footwear: % Value 2020-2024
- Table 24 - LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
- Table 25 - Distribution of Apparel and Footwear by Format: % Value 2019-2024
- Table 26 - Distribution of Apparel and Footwear by Format and Category: % Value 2024
- Table 27 - Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
- Table 28 - Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 29 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 30 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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