

# Childrenswear in India

April 2025

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## Childrenswear in India - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Childrenswear holds steady with high single-digit growth in a sluggish year for apparel "Mini-Me" dressing becomes mainstream in festive fashion Practical sustainability drives childrenswear choices

# PROSPECTS AND OPPORTUNITIES

Childrenswear set to claim a larger share of parental wallets amidst rising affluence Offline expansion to accelerate as D2C childrenswear brands embrace omnichannel growth Children to emerge as independent influencers of fashion preferences in the forecast period

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