

Apparel Accessories in India

April 2025

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Apparel Accessories in India - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Post-pandemic normalisation prevents value growth in 2024

Hats/caps gains steady traction, as everyday utility and sun protection drive uptake

Consumers are highly price-sensitive for most apparel accessories

PROSPECTS AND OPPORTUNITIES

Largely unorganised, gloves and scarves to maintain low engagement

Apparel accessories will remain a functional add-on, not an area of focus in the Indian market

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