



Euromonitor
International

Womenswear in India

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Festive and wedding season lifts sales of womenswear in 2024
Womenswear sees a clear divergence between value-driven shoppers and premium seekers
Offline womenswear retail faces pressure, prompting store consolidation and a digital focus

PROSPECTS AND OPPORTUNITIES

Fast fashion set to accelerate in India as Gen Z-centric brands gain momentum
Private label womenswear poised for a stronger role, led by a value positioning
Womenswear brands expected to expand further into home categories as lifestyle positioning takes priority

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