



Industry Insight



# INDIAN KIDSWEAR

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## SYNOPSIS

Global market for kids wear segment during 2006 was USD163.92 billion, a mere 3.6% of the total textile and clothing industry and grew by 3.6% over 2005. Kids wear market in Asia-Pacific region is 35.1% of the global market and has been the fastest growing market ,due to fastest growing child population.

Indian textile and clothing industry during 2006 is estimated to be about INR1,511 billion ( USD 38 billion) , which includes apparel of men, women and kids . Kids wear segment constitutes INR 226.66 billion (USD 5.7 billion) , about 15% of total textile and apparel market and has grown at a CAGR of 11.60% in the last 5 years. However ,bulk of the kids wear market in India is currently dominated by a number of local and unorganised players. This presents an excellent potential opportunity for organised players to grow in future. The market is expected to reach INR347.67 billion (USD 8.7 billion at current exchange rates) by 2010, at a growth rate of around 12%.

This report gives an overview of global and Indian kids wear markets and its various facets in terms of size, characteristics, recent developments in the industry, the demand-and growth drivers , competition, critical success factors and SWOT analysis . The report also profiles the major players of the Indian kids wear industry . The report also gives future projection for the industry based on the likely trends in macro and micro level factors in the future.

This report is useful for manufacturers in textile and apparel industry, apparel retailers, Consultants and Industry analysts, investment bankers , commercial bankers and academic community.

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