

# Indian Innerwear Market: Trends and Opportunities (2014-2019)

August 2014



# View Report Details

## Scope of the Report

The report titled “Indian Innerwear Market: Trends and Opportunities (2014-2019)” provides an in-depth analysis of the Indian Innerwear market with focus on four major segments – the established markets of lingerie for women and men’s underwear. The report assesses the market size and trends of innerwear segment in India for Women, Men and Kids. Also, the key opportunities, the factors driving growth of the market and challenges being faced by the players in the industry are outlined and analyzed in the forecasted period (2014-19). Further, key players of the industry like Page industries, Maxwell Industries Ltd. And Rupa & Co. are profiled.

## Segment Coverage

- ⊕ Women’s Innerwear
- ⊕ Men’s Innerwear

## Company Coverage

- ⊕ Page Industries Limited
- ⊕ Maxwell Industries Limited
- ⊕ Rupa & Co. Limited

## **Executive Summary**

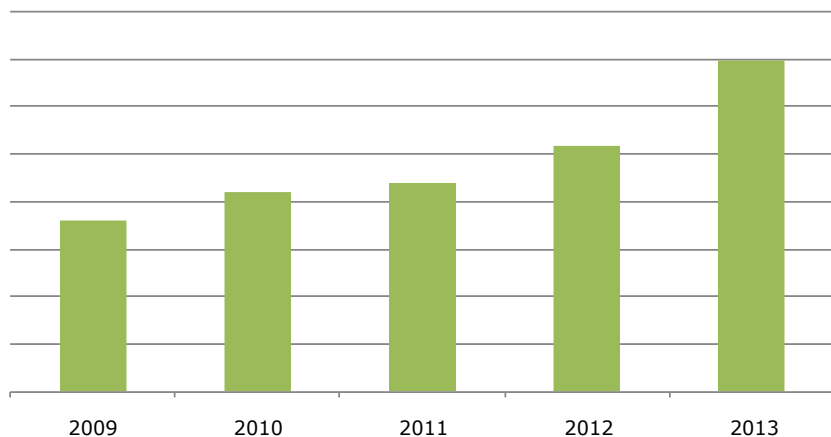
The innerwear industry in India holds immense growth potential and it is evident from the entry of large international brands in the Indian market in the last few years. A key factor characterizing the huge growth in the Indian innerwear market is the increasing size of the organized market and the declining share of the unorganized market resulting in growing independent brands taking charge of the market.

The Indian innerwear market continues to be underpenetrated and thereby holds immense business opportunities. The Indian innerwear market is certainly one of the most unique markets amongst the major markets of the world today. A distinctive shift from price sensitivity to brand sensitivity and preference for bold colors and innovative designs are two key trends to have emerged in this segment. Provided the positive macro and demographic fundamentals, the innerwear market has a favorable demand growth outlook over the medium-to-long term. The Indian innerwear market is expected to witness expansion in the near future. However, lesser product portfolio and high costs of brand building are expected to be the challenges for this sector. Brand sensitivity is the major trend in the Indian innerwear industry.

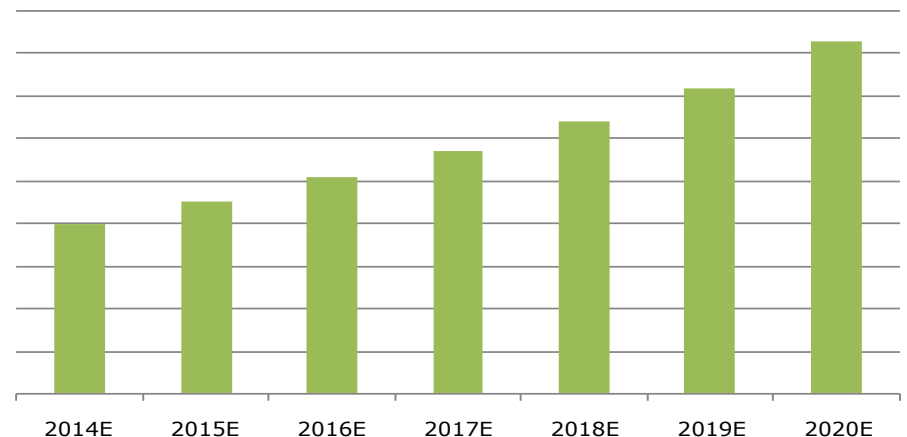
# Indian Innerwear Market: An Overview

Innerwear is the clothes worn under other clothes, often directly next to the skin. They keep outer garments from being soiled by bodily secretions and discharges, shape the body, and provide support for parts of it. Some items of inner clothing are designed as undergarments, while others, such as T-shirts and certain types of shorts, are appropriate both as undergarments and as outer clothing.

Indian Innerwear market, 2009-2013  
(US\$ Billions)



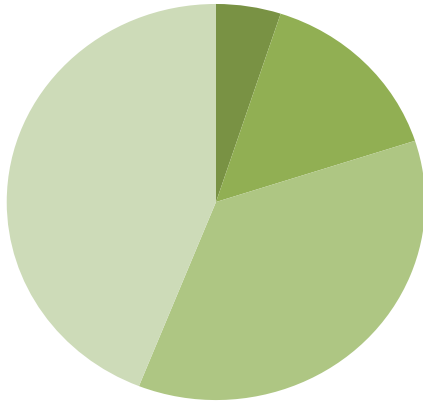
Indian Innerwear market, 2014-2020E  
(US\$ Billions)



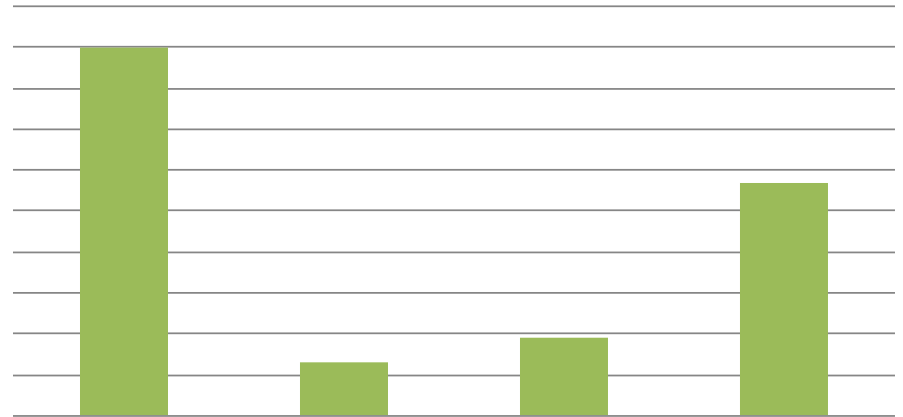
- Market size by value of Indian Innerwear market is expected to reach to ..... million tons in the year 2019/20E, from ..... million tons in 2013/14E by growing at a CAGR of.....%.
- Growth in the market is due to .....

# Indian Innerwear Market : Segmentation

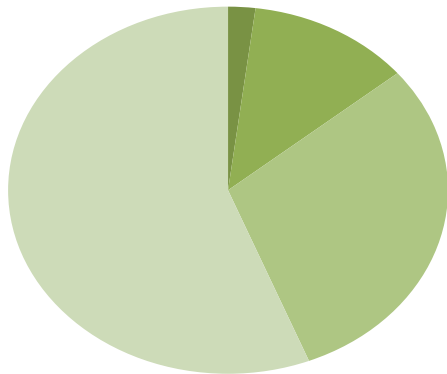
Price based market segmentation of women's innerwear in India, 2012-13 (%)



Market size by segment of women's innerwear in India, 2012-13 (US\$ Billions)



Price based market segmentation of men's innerwear in India, 2012-13 (%)



Gender based market segmentation innerwear in India, 2012 (%)

