



**Euromonitor  
International**

# Childrenswear in Australia

December 2025

Table of Contents

## Childrenswear in Australia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Resilient childrenswear driven by rise in disposable incomes and sustainable options

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Disposable income drives demand for premium childrenswear

Mambo expands childrenswear range through TMNT collaboration

Chart 2 - Mambo Boosts Childrenswear Range by 50% Via TMNT Collaboration

Cost pressures and sustainability shape consumer behaviour

#### WHAT'S NEXT?

Value-conscious parents to drive growth through affordable basics

Sustainability to become mainstream demand in childrenswear

Chart 3 - Analyst Insight

Tech-enabled shopping expands with ai-driven personalisation

#### COMPETITIVE LANDSCAPE

Top brands maintain lead through affordability and sustainability

Chart 4 - Cotton On Kids Champions Local Sustainability with Australian-Grown Cotton Collection

Emerging brands and innovative launches drive market dynamics

#### CHANNELS

Retail e-commerce drives childrenswear sales through convenience

Physical retailers adapt with omnichannel strategies

#### PRODUCTS

Sustainability drives innovation in childrenswear product design

Ai and tech innovation enhances childrenswear shopping experience

Chart 5 - THE ICONIC Enhances Childrenswear Shopping With AI-Powered Product Discovery

#### COUNTRY REPORTS DISCLAIMER

## Apparel and Footwear in Australia - Industry Overview

### EXECUTIVE SUMMARY

Modest growth amidst economic pressures and shifting consumer values

### KEY DATA FINDINGS

Chart 6 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Market polarisation drives value sales growth in Australia

Jeanswest closes stores as mid-priced brands struggle

Chart 7 - Jeanswest Closes All 90 Stores in 2025

Sustainability and technology drive industry forward

#### WHAT'S NEXT?

Consumers to drive polarisation and sustainability in apparel and footwear

Sportswear to remain dynamic performer, driven by functionality and sustainability

#### COMPETITIVE LANDSCAPE

Nike and adidas lead through innovation and brand equity  
Emergence of niche brands adapting to specific consumer segments  
Australian Fashion Council invests in innovative partnership with Epson

## CHANNELS

Retail e-commerce leads distribution as consumers seek convenience

Chart 8 - Analyst Insight

AI-driven innovations elevate online shopping experience

Chart 9 - THE ICONIC Introduces AI-Powered Virtual Try-On

## PRODUCTS

Sustainability and inclusivity drive product innovation

Chart 10 - Samsara Partners with lululemon to Launch Enzymatically Recycled Performance Apparel

## ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Australia 2025

## CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Australia 2025

Chart 14 - Consumer Landscape in Australia 2025

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/childrenswear-in-australia/report](https://www.euromonitor.com/childrenswear-in-australia/report).