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# Apparel and Footwear in India

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#### PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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Hosiery in India

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Sheer hosiery also maintains its growth trend

Unlike apparel accessories, hosiery is a focus category for new D2C brands, driving freshness and innovation

PROSPECTS AND OPPORTUNITIES

Demand for non-sheer hosiery to remain strong, driven by hygiene, coverage, and everyday wear needs

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Footwear in India

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2024 DEVELOPMENTS

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Bata maintains leadership in footwear in India through wide reach and brand consolidation

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Sportswear in India

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Competitive landscape intensifies, with global brands dominating, but local brands gaining ground  
Sportswear brands align with younger consumers' lifestyles and values to build stronger connections

PROSPECTS AND OPPORTUNITIES

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