



Euromonitor  
International

# Womenswear in India

January 2026

Table of Contents

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Market shows resilience despite supply chain disruptions

Chart 1 - Key Trends 2025

### INDUSTRY PERFORMANCE

Government import ban disrupts supply chain

Chart 2 - Bangladesh ban spurs shift to domestic sourcing in Indian apparel supply chain in 2025

Domestic sourcing ensures outerwear growth

### WHAT'S NEXT?

Rising incomes and female workforce fuel long-term growth

Brands prioritise inclusivity to attract wider consumer base

Omnichannel integration becomes essential for competitiveness

Chart 3 - Analyst Insight

### COMPETITIVE LANDSCAPE

Trent and Aditya Birla Fashion & Retail lead womenswear with diversified portfolios

Leading players utilise distinct strategies

### CHANNELS

Physical retail remains dominant in womenswear

E-commerce growth chips away at offline retail channels

### PRODUCTS

Influencer brand, Underneat, champions comfort and inclusivity

Chart 4 - Underneat by Kusha Kapila: Redefining shapewear with inclusivity in 2025

Siyaram's enters value fashion with new brand, Zecode

Chart 5 - Siyaram's launches Zecode to drive fast fashion value for Gen Z and urban shoppers

### COUNTRY REPORTS DISCLAIMER

## Apparel and Footwear in India - Industry Overview

### EXECUTIVE SUMMARY

Apparel and footwear sees growth, with polarisation and the rise of digital channels evident

### KEY DATA FINDINGS

Chart 6 - Key Trends 2025

### INDUSTRY PERFORMANCE

Polarisation drives dual strategies in apparel and footwear

Chart 7 - Mass Affordability and Premium Innovation Both Contribute to Value Growth in 2025

Tariffs and supply chain disruptions challenge retailers

Chart 8 - Bangladesh Ban Spurs Shift to Domestic Sourcing in Indian Apparel Supply Chain

Apparel maintains the highest sales, but sportswear sees the fastest growth

### WHAT'S NEXT?

Rising incomes, digital transformation, and localisation set to contribute to growth

Chart 9 - Analyst Insight

Growth in sportswear to be supported by the health and comfort trends and local production

Fast fashion, premiumisation, and sustainability expected to shape the future

## COMPETITIVE LANDSCAPE

Incumbents maintain their leading positions while D2C brands reshape the dynamics

Innovative product launches and strategic partnerships

Chart 10 - NewMe's Digital-First Fashion and Celebrity Tie-Ups Fuel Generation Z Engagement

New entrants and strategic partnerships expected to impact the competitive landscape

## CHANNELS

Offline retail remains dominant despite e-commerce growth

Retail e-commerce drives growth, with this trend set to continue

## ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in India 2025

## CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in India 2025

Chart 14 - Consumer Landscape in India 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/womenswear-in-india/report](http://www.euromonitor.com/womenswear-in-india/report).