



Womenswear in the US

November 2023

Table of Contents

Womenswear in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers continue to spend on womenswear, but buy less
Varied consumer perceptions of value shape polarised performances
The expansion of online marketplaces: Shein, Temu, and TikTok

PROSPECTS AND OPPORTUNITIES

Navigating economic uncertainties in the short term, with longer term optimism
Retailers continue to invest in omnichannel strategies
Shifting sustainability trends: Consumer sentiment and regulatory support

CATEGORY DATA

Table 1 - Sales of Womenswear by Category: Volume 2018-2023
Table 2 - Sales of Womenswear by Category: Value 2018-2023
Table 3 - Sales of Womenswear by Category: % Volume Growth 2018-2023
Table 4 - Sales of Womenswear by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Womenswear: % Value 2019-2023
Table 6 - LBN Brand Shares of Womenswear: % Value 2020-2023
Table 7 - NBO Company Shares of Women's Nightwear: % Value 2019-2023
Table 8 - LBN Brand Shares of Women's Nightwear: % Value 2020-2023
Table 9 - NBO Company Shares of Women's Outerwear: % Value 2019-2023
Table 10 - LBN Brand Shares of Women's Outerwear: % Value 2020-2023
Table 11 - NBO Company Shares of Women's Swimwear: % Value 2019-2023
Table 12 - LBN Brand Shares of Women's Swimwear: % Value 2020-2023
Table 13 - NBO Company Shares of Women's Underwear: % Value 2019-2023
Table 14 - LBN Brand Shares of Women's Underwear: % Value 2020-2023
Table 15 - Forecast Sales of Womenswear by Category: Volume 2023-2028
Table 16 - Forecast Sales of Womenswear by Category: Value 2023-2028
Table 17 - Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028
Table 18 - Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

Apparel and Footwear in the US - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 19 - Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 20 - Sales of Apparel and Footwear by Category: Value 2018-2023
Table 21 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 22 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 23 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 24 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
Table 25 - Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 26 - Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 27 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
Table 28 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 29 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 30 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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