KEY HIGHLIGHTS of Technopak's Fashion Market Sizing Research on Online Fashion Consumer Behavior

Credits: *India Business of Fashion Report 2018*

(Technopak Analysis research chapter in *India Business of Fashion Report 2018*, author Amit Gugnani, Sr, V.P-Textiles & Apparel, Technopak, and team.)

The size of the Indian Retail Market was estimated at INR 46,15,000 Crore (USD 710 billion) in 2017. It is expected to reach INR 1,08,58,000 Crore (USD 1,672 billion) by 2027, growing at a CAGR of 9%. Corporatized retail had only a share of 11% in 2017, out of which, e-retail accounted for meagre 2% (INR 92,300 crore). The Indian E-retail market is estimated at USD 16.3 billion in 2017 and is expected to grow at CAGR of 45% to reach USD 49.5 billion by 2020.

Apparel and accessories contributes approx. 8 % of the total merchandise retail market of USD 710 billion, and is the 2nd largest after food & grocery.

It is estimated that the **current size of fashion retail market in India is Rs. 3,22,209 Crores (USD 56 billion)** and it is expected to grow at a promising CAGR of 7.7% to reach Rs. 6,74,037 Crore (USD 103 billion) by 2027.

Currently, **menswear holds the largest share in the Indian apparel market accounting for 41.7%** of the total market. **Womenswear contributes almost 37.5%**, while **kids wear contributes 20.8%** of the market. It is estimated that in next decade *kids wear will demonstrate relatively higher CAGR of 8.1%, resulting in market share of 21.6% by 2027*. Menswear and Womenswear are expected to grow at a CAGR of 7.4% and 7.6% respectively.

Within *menswear* **Denim, Activewear and T-Shirts** have shown promising growth and are expected to grow at high CAGRs of 12.7%, 12.7% and 10.1% respectively, owing to changing preference of the consumers and awareness for fitness. Active wear has recently evolved as a significant category with high growth potential.

The womenswear market in India contributes to 37.5% of the total apparel market size. It is estimated to be worth INR 1,20,935 crore (USD 18.6 billion) and is expected to grow at a CAGR of 7.6% to reach INR 2,52,164 crore (USD 38.5 billion) by 2027.

Ethnic wear is the single biggest category in Womenswear segment with a **share of 71%** of womenswear market. The women's ethnic wear is dominated by Sarees, Salwar kameez and Blouse/Petticoat. **Saree is the no.1 Indian dress for women and has a market value of INR ~39,350 Crore and 33% share** in womenswear market. Inner wear is another promising category and growing at a CAGR of 11.8%. It is expected to reach a size of INR 56,364 crore by 2027 from the current market size of INR 18,454 crore

India has the largest young population in the age group 0 – 14 years accounting for 29% (337 million) of the total population. The Indian kids wear market in 2017 was estimated at INR 66,904 crore accounting for 20.8% of total apparel market of the country. Kids wear is expected to grow at CAGR of 8.1% to reach

INR 145,445 crore by 2027. **Boy's wear, owing to 53% boy's population for age group 0-14, was estimated at INR 34,558 crores in 2017 and comprises 52% of the total kids wear market**. It is expected that this segment will grow at a CAGR of 8.1% to reach INR 75,325 crores in 2027. The girl's wear market was estimated to be INR 32,346 crores accounting for 48% in the kids wear market. It is expected to grow at a CAGR of 8% over the next decade to reach to INR 70,120 crores in 2027.

The 15th edition of *The India Business of Fashion Report* was launched at the *India Fashion Forum 2018,* *the much awaited* 264-page book is the outcome of the collaborative efforts of the Images Group, and WGSN, Technopak, NIFT, Wazir Advisors, Google, Frost & Sullivan, Eastman Textiles, View, Tukatech Inc, JLL India, Stylumia, Safex, Dream Theatre, RIL, Reliance Jewels, Thread Sol, Isobar, FRDC, Fabriclore, Mineral, Arvind, Woolmark, and many other fashion columnists.

Created on the theme "**The Blending of The Worlds**", the 4-section book begins by taking an overview of the parent debate that spans perspectives between intuition versus artificial intelligence, understanding the precise need for AI in Fashion, how blockchain is disrupting fashion, and the impact of the millennials. In then sizes the fashion retail market, its key segments and the varied facets from finance & investments, to supply chain, retail space, social media, luxury and bespoke, private labels and licensing. In the next section it explores the sides of Indian ethos and salient work in it. And then finally in the last section it looks at the apparel and manufacturing infrastructure and futuristic perspectives on this nut and bolts side of the business.

For the past 14 editions, *The India Business of Fashion Report* (IBOFR-formerly known as the Images Year Book), has been the ultimate guide to the Business of Fashion in India. Historically, the IBOFR encompasses exclusive reports from leading international and Indian fashion consulting and research leaders and is also a rundown of the top developments and trends - meaningfully juxtaposed against the backdrop of events and people who created the bits of history that year. The vision is to ever deliver a comprehensive and meaningful synopsis to the business as currently seen and to serve as the seminal national report.

The book is well tied as there is something very special in the air today! The fashion industry is the twilight zone. This is not just an era of gargantuan opportunities but also a period where every single conviction of ours is being challenged. These cognitive quests are indeed all pervasive. Then on the other side, the state of available technology guarantees that those who do not leverage upon it will run the race with a permanent handicap. Increasing options and more complex choice making always go hand in hand. Today, fashion influences, fashion retail channels & formats, experiences, fashion categories, cuts, colours, prints, fabrics, fibers, et all, are evolving and blending and stand on the cusp of emerging as re-evolved avatars. *This is the indeed the age of the blending of the worlds!*