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Kidswear Apparel Retail in India: A Market Study for Potential and Opportunities.

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ABSTRACT: India has been a manufacturing hub contributing to the apparel retail sector worldwide. As retail in India accelerates, the kidswear segment has fast become a hub for Apparel retailers, homegrown and global.

Keeping the above in mind, this report aims to analyze the market for Strawberry Studio Exports Pvt Ltd, who have expressed their wishes to diversify their business to include retail of Kidswear under their brand name.

I. INTRODUCTION

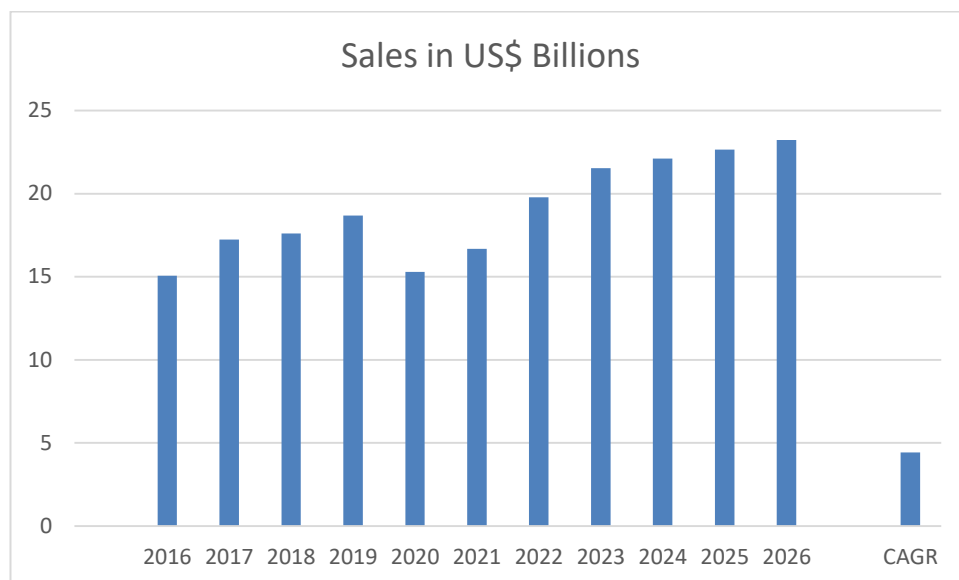
A key factor driving the Indian Kids Apparel market is the country's large population. With over 300 million individuals aged less than 15, this forms a huge consumer base for kidswear apparel. Additionally, kids in the urban and semi-urban areas of the country are being exposed to media and are aware of the brands that cater to their needs.

The kidswear segment has been divided into two parts- the boys’ segment and the girls’ segment. Most of the market share includes the boys-wear segment, but the girls-wear segment is also growing at a steady rate due to the gradual change in trends.

While the market can be broadly classified in two categories: Ethnic Indian wear and the second being casual western wear, the study primarily details the potential of the latter category considering that casual western wear is the core competency for Strawberry Studio Exports Pvt Ltd.

II. MARKET ANALYSIS

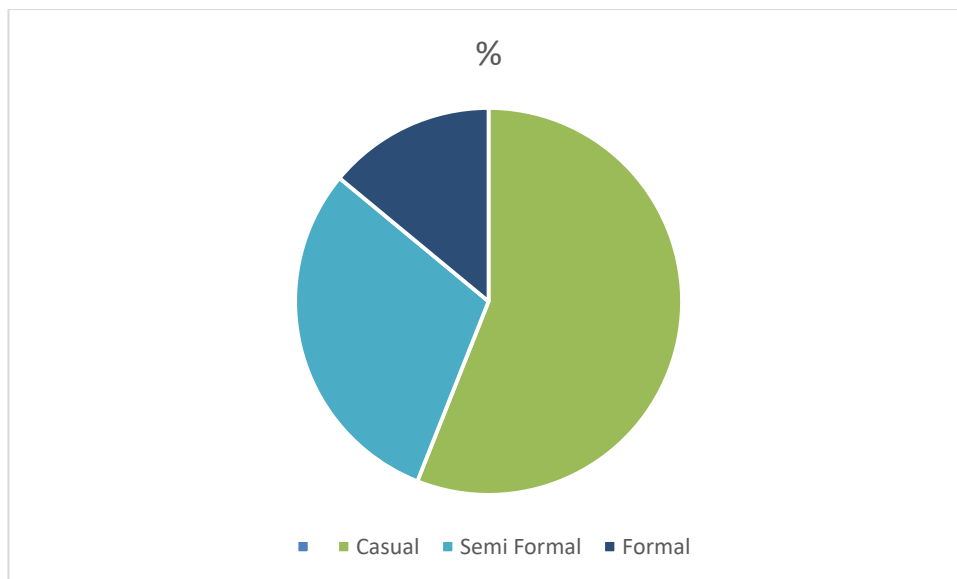
Indian Kidswear apparel sales were valued at approximately US\$15.29 billion in 2020 and have since grown to US\$19.78 billion in 2022. This is further expected to grow to US\$23.22 billion by 2026 by very conservative estimates. (Average CAGR 4.42%)



The market is divided into 2 segments – boys’ clothing and girls’ clothing. The girls’ clothing segment is expected to grow at a faster pace than the boys’ clothing segment, driven by a growing demand for western fashion styles among young girls.

- **Growth Potential:** The Indian kidswear market is growing rapidly, driven by factors such as rising disposable income, increasing urbanization, and changing consumer preferences. As parents become increasingly brand conscious and willing to spend more on clothing for their children, businesses are responding by introducing premium clothing options that cater to this growing market segment. Additionally, the emergence of e-commerce platforms has opened new channels of distribution for kidswear brands, with increasing numbers of consumers opting to shop online.
- **Trends:** Several trends are shaping the Indian kidswear market, including:
 - **Rising demand for western fashion styles:** Indian parents are increasingly embracing western fashion trends for their children, particularly in urban areas. As a result, businesses are introducing more western-style clothing options in their collections to cater to this growing demand.
 - **Growing preference for sustainable and organic clothing:** With rising environmental consciousness among consumers, there is a growing trend towards sustainable and organic clothing options. Many businesses are responding by introducing sustainable clothing lines made from natural materials such as cotton, linen, and bamboo.

- Increasing popularity of ethnic wear: Despite the growing demand for western fashion styles, ethnic wear remains a popular choice for Indian parents, particularly during festival seasons. Businesses are responding by introducing a range of ethnic wear options that cater to different regional and cultural preferences.
- Emergence of gender-neutral clothing: As gender roles become less rigid, there is a growing trend towards gender-neutral clothing options that can be worn by both boys and girls. Many businesses are responding by introducing gender-neutral clothing lines that promote inclusivity and diversity.



II. CONSUMER ANALYSIS

Behavior and preferences of Indian consumers in relation to kidswear:

- Price: Indian consumers are price-sensitive, and they tend to look for value-for-money products when purchasing kidswear. They are willing to pay more for high-quality products but are also mindful of the cost.
- Brand reputation: Indian consumers are increasingly brand conscious, and they tend to trust established and well-known brands. They are more likely to purchase kidswear from brands that have a good reputation for quality, style, and value.
- Occasion: Indian consumers tend to purchase kidswear based on the occasion. For example, traditional ethnic wear is preferred during festivals and weddings, while western wear is preferred for casual outings.
- Comfort: Comfort is a key factor for Indian consumers when purchasing kidswear. They tend to prefer clothing that is made from soft and breathable fabrics that are comfortable for their children to wear.
- Style: Indian consumers are increasingly interested in the latest fashion trends when it comes to kidswear. They tend to look for stylish and trendy clothing options that reflect their personal style and taste.
- Gender preferences: Indian consumers tend to have specific gender preferences when it comes to kidswear. Traditional gender norms dictate that boys wear blue and girls wear pink, and this is reflected in the clothing options available in the market.
- Personalization: Indian consumers are increasingly interested in personalized kidswear options, such as custom-made outfits or clothing with their child's name or initials.

COMPETITIVE ANALYSIS

The Indian kidswear market is a highly competitive industry with several domestic and international players vying for market share. Here are some of the major players in the industry and their market share:

- **Gini & Jony:** Gini & Jony is a popular Indian children's clothing brand founded in 2001. The brand designs and manufactures clothing for children of ages 0-14 years old. The brand offers a wide range of products including t-shirts, jeans, shorts, skirts, dresses, jackets, and many more. They also offer accessories like bags, shoes, and belts for children.
- **Lilliput:** Lilliput is another popular kidswear brand in India, founded in 2002. The brand is known for its trendy and high-quality clothing for children ages between 0 and 14 years. The brand is known for its attention to detail, innovative designs, and use of high-quality fabrics.
- **Allen Solly Junior:** Allen Solly Junior is a subsidiary of the popular lifestyle brand Allen Solly and offers a range of kidswear options. It caters to children of ages 2 to 6 years old. The brand is known for its stylish and contemporary clothing, offering a wide range of products.
- **Mothercare:** Mothercare is a UK-based retailer that offers a range of baby and kidswear products. The company was founded in 1961 and has since expanded globally, operating both physical stores and an online presence. The brand also provides valuable services such as parenting advice, support, and guidance to help new and experienced parents navigate the journey of raising children.
- **Zara Kids:** Zara Kids is a subsidiary of the popular fast fashion brand Zara and offers a range of trendy kidswear options. It offers stylish and contemporary clothing for children, ranging from infants to teenagers. Zara Kids incorporates the same fashion-forward aesthetic as the adult line, providing trendy and up-to-date clothing options for children.

REASONS TO CONSIDER DIVERSIFYING

- **Strawberry Studio Exports** has been in the business of supplying kidswear across all categories to some of the best brands in Europe including and not limited to Guess, Mayoral, OVS, Original Marines and IKKS to name a few.
- A very well-established design and manufacturing ecosystem is already in place with a database and knowledge of prevailing fashion, shapes, and sizing.
- Being in the manufacturing business themselves, they have the strength of competitive sourcing and an in-depth knowledge of material to finished product cost.
- Retail in India is now ripe for investment and growth and the kidswear sector is expected to grow at a minimum CAGR of 4% over the next 6-10 years.
- India has the 5th largest economy in the world and continues to grow. This has also led to more disposable income in the hands of individuals.
- India is a family-oriented society and kidswear apparel continues to be a primary area of expense for every Indian household.



LIKELY CHALLENGES FOR A NEW KIDSWEAR RETAIL BRAND

- High Investment required especially if opting for Offline (Brick and Mortar) stores.
- Highly competitive as several domestic and international brands already have their own presence in the market.
- New Brands will need a USP to attract consumers away from already existing brands.
- Consistent churn in product and design to keep the customer interested.
- Competitive sourcing and manufacturing to ensure best value is delivered to customers.
- Building a brand and marketing can be challenging as the business will have to come up with compelling marketing strategies.

III. CONCLUSION

To sum up everything that has been stated so far, the kidswear retail market in India is at a place where it is growing rapidly and provides opportunity for a new business to strive. There are various challenges that a business is likely to face when entering the market and it will also have to compete with various leading brands in the country. A brand identity will have to be developed which offers a unique and attractive image to the customers, along with which careful marketing strategies will have to be implemented. However, with the experience and infrastructure that Strawberry Studios possesses, diversification seems like a viable and interesting opportunity not to be missed.

Sources:

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