

Childrenswear in the US

November 2023

Table of Contents

Childrenswear in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Childrenswear negatively impacted by rising household and school costs

The decline of childrenswear specialists and the rise of general fashion players

Parents embrace health and wellness, driving demand for children's sportswear

PROSPECTS AND OPPORTUNITIES

Childrenswear will face economic headwinds and a declining birth rate

Driven by parental activism, childrenswear is increasingly embracing inclusivity

Connecting with children in the digital world to nurture next-generation loyalty

CATEGORY DATA

- Table 1 Sales of Childrenswear by Category: Volume 2018-2023
- Table 2 Sales of Childrenswear by Category: Value 2018-2023
- Table 3 Sales of Childrenswear by Category: % Volume Growth 2018-2023
- Table 4 Sales of Childrenswear by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Childrenswear: % Value 2019-2023
- Table 6 LBN Brand Shares of Childrenswear: % Value 2020-2023
- Table 7 Forecast Sales of Childrenswear by Category: Volume 2023-2028
- Table 8 Forecast Sales of Childrenswear by Category: Value 2023-2028
- Table 9 Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028
- Table 10 Forecast Sales of Childrenswear 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 11 Sales of Apparel and Footwear by Category: Volume 2018-2023
- Table 12 Sales of Apparel and Footwear by Category: Value 2018-2023
- Table 13 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
- Table 14 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
- Table 15 NBO Company Shares of Apparel and Footwear: % Value 2019-2023
- Table 16 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
- Table 17 Distribution of Apparel and Footwear by Format: % Value 2018-2023
- Table 18 Distribution of Apparel and Footwear by Format and Category: % Value 2023
- Table 19 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
- Table 20 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
- Table 21 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
- Table 22 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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