

Childrenswear in India

February 2024

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Childrenswear in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Millennial parents prioritise investing in fashion for their children Social media trends influence purchasing decisions in childrenswear Local D2C brands redefine childrenswear with quality and trust

PROSPECTS AND OPPORTUNITIES

India's promising economic landscape will aid brands in exploring a luxury positioning Sportswear for children holds great prospects for the forecast period Growth expected to be driven by baby and toddler wear in the forecast period

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