

# Womenswear in India

February 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Womenswear is on a high growth trajectory, fuelled by the increasing population of employed women

Declines in essential commodity prices enable brands to safeguard their profit margins

Aditya Birla Fashion & Retail takes a controlling stake in TCNS Clothing

### PROSPECTS AND OPPORTUNITIES

A rise in living standards will spark a desire for elevated spending on apparel

Omnichannel strategies will take centre stage, providing consumers with an elevated shopping experience

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