



TROUSERS MARKET IN INDIA

Second only to shirts as a category in men's apparel, the steady growth of the trousers market in india continues unabated. And the overall trousers market also remains over-whelmingly dominated by men's trousers. Statistically however, women's trousers are growing faster due to their dormant potential. AMIT GUGNANI (Senior Vice President, Fashion) and KANTI PRAKASH BRAHMA (Principal Consultant, Fashion), Technopak, map the status of trousers in india today.

The apparel market of India has been going through a phase of transformation, both from the supply as well as the demand side of the market. On the demand front, consumers are moving away from the conventional need based purchase to occasion specific clothing, from unbranded to branded apparel, from ready-to-stitch fabric to ready-made apparel, from limited colours and styles to experimentative colours and styles. Indian trousers market is no exception to this trend.

MARKET SIZE AND GROWTH

The trousers market of India is expected to grow at a CAGR of 8 percent to reach a value of INR 37,540 Crores in 2019, from the current size of INR 25,180 Crores as of 2014. The increasing penetration of trousers among consumers, increasing purchase frequency of trousers and high spending per trouser are the factors driving market growth.

The Trousers market is dominated by men's segment which comprises around 95 percent of the total trousers market. The men's trousers market is expected to grow at a CAGR of 8 percent from 2014 to 2019, but the corresponding CAGR of the women's segment is expected to be 14 percent owing to its current smaller base.

CONSUMER CHARACTERISTICS

The consumers of trousers could be classified as Value Seekers and Image Seekers. The Value Seekers look for good quality and comfort in products they purchase, but an acceptable price band tends to play a key role. This group of consumers generally rely on the retailer's recommendations, thus the value segment is marked by presence of regional champions and trademark labels

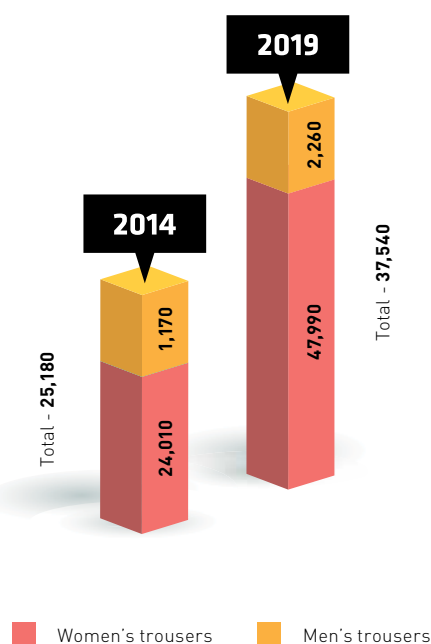
on manufacturer's products along with unbranded trousers. One of the key triggers for purchase decision of a Value Seeker is accessibility and availability. The consumer prefers locations which they tend to be familiar with and offer the desired products. Consequently, popular stores and key traditional market places in the cities remain the preferred shopping locations amongst the Value Seeker consumer segment. The Image Seekers, on the other hand, have more sliced preference for trousers owing to their evolved lifestyle. They are also evolving towards seeking more detail orientation in their trousers in terms of fabric used, finish applied, accessories used, fit, design of trousers, pockets and fastenings, etc. Most of the Image Seeker consumers prefer Exclusive Brand Outlets (EBOs), Multiple Brand Outlets (MBOs) and Large Format Stores (LFS) for their trouser purchases.

MEN'S TROUSERS MARKET

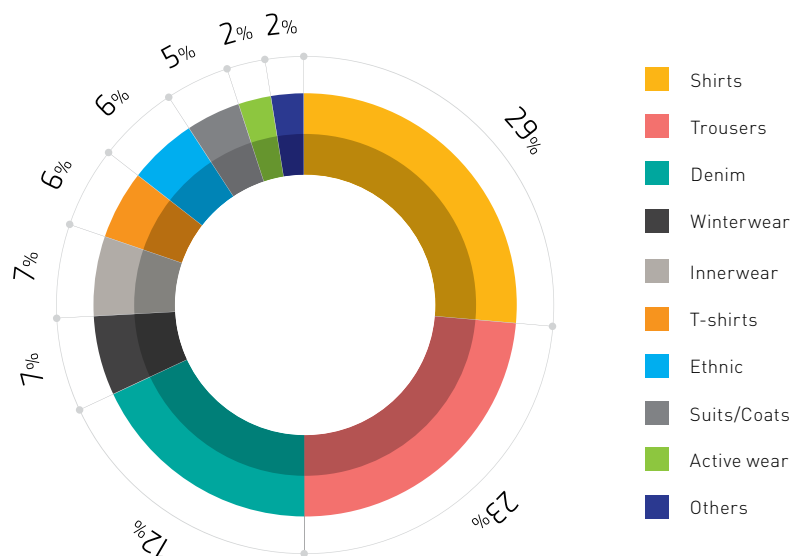
The men's trousers category is the second largest men's apparel category and accounts for around 23 percent of the total men's apparel market of India. The market has undergone remarkable metamorphosis in the last few years from limited colours in mostly



INDIA'S TROUSERS MARKET (INR CR)



SHARE OF INDIVIDUAL CATEGORIES WITHIN MENSWEAR (2014)



Source: Technopak Analysis

The super-premium and premium segments are dominated by both Indian and international brands. Consumers in these segments tend to have high association with the brand image and seek exclusivity.

tailor-made trousers to distinct categories of formal and casual trousers with numerous colour and design options in each.

Though the share of ready-to-wear (RTW) has increased substantially in the men's trousers category, there still exists a distinct demand for ready-to-stitch trousers as the fashion conscious consumer seeks perfect fit and unique fabrics in trousers. The bespoke model for high end trousers has also witnessed traction in the recent times.

Men's casual trousers market is marked by its dynamism and growth. The Indian youth who seeks young and trendy looks prefer vibrant and bright colours in casual trousers. Consequently, the market has witnessed demand for trousers in non-traditional colours like red, green, yellow, etc.

PRICE SEGMENTATION OF MEN'S TROUSERS MARKET

On the basis of price, the trousers market could be divided across four major broad categories namely—super premium, premium, mid and economy.

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Innovation in weaves and special finishing are distinguishing factors in this segment.

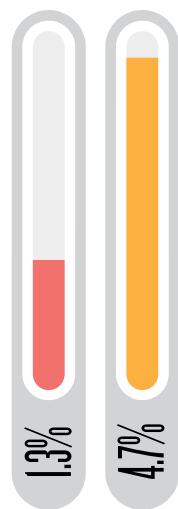
The mid and economy segments contribute the largest chunk to men's trousers market with a share of approximately 82 percent of the total market.

The share of ready-to-stitch (RTS) in these price segments is higher compared to that for shirts in the similar segments. This is because consumers consider fit to be a crucial element in trousers. Value brands and private labels are growing rapidly in these segments as the consumers' awareness of brands has increased substantially, at the same time the consumer is increasingly seeking value for money.

WOMEN'S TROUSERS MARKET

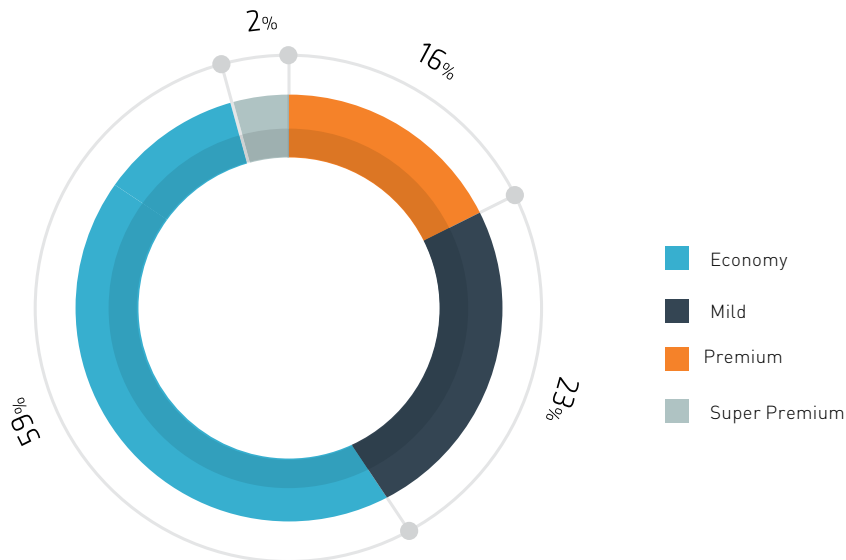
The women's trousers category is a relatively small category in the overall women's apparel market which is dominated by ethnic wear. The women's trousers category contributes

SHARE OF WOMENS TROUSERS IN 2014



- Share of trousers in womenswear
- Share of trousers Non-ethnic categories

SHARE OF INDIVIDUAL CATEGORIES WITHIN MENS TROUSERS (2014)



Source: Technopak Analysis

only 1 percent to total women's apparel category as it is a relatively new category with limited degree of penetration and acceptance. However owing to increasing number of women workforce and growing desire for western attire among women, this segment has started showing promising growth opportunities in metros and mini metros and the effect is expected to trickle down to smaller cities as well

SELECT CURRENT TRENDS IN TROUSERS MARKET

The trousers market in India has witnessed several fashion trends and fashion fads in fabric, style and design. The trends have shifted cyclically back and forth over time from regular fit to baggy fit, skinny fit, pleated trousers, chinos, corduroys, flat front trousers with no turn-ups, etc.

Also in tandem with the global trend of casualization Indian apparel market is also expected to witness higher growth in casual wear compared to formal wear. Consequently casual trousers have started demonstrating higher growth rates compared to formal trousers. Within casual trousers, the demand

for casual trousers with washed effects has been increasing.

In men's trousers mid-rise slim fits are in vogue and contribute a large share in the product offerings of most of the brands. Many have also introduced ultra-slim fit trousers. The demand of skinny-fit jeans and trousers has increased in India, especially in women's wear segment as a result of which women's trousers with elastomeric fibres have managed to create a special demand for themselves owing to its stretchability and fit. A section of women in metros and mini-metros have started showing an inclination towards trousers with prints on them. The market for linen fibre based trousers has also gained momentum in the recent years.

CURRENT TRENDS IN PRODUCT DEVELOPMENT AND INNOVATIONS IN TROUSERS

The manufacturers, brands and retailers have focused on product development to introduce many innovative and value added products in the market. Though finishes like wrinkle-free treatment, durable press, water resistance, water repellence, etc., have



Picture Courtesy: Park Avenue

been in the market for a long time, there have been continuous improvement in all these finishes over time. At the same time the market has witnessed the introduction of new finishes like breathability with superior moisture management characteristics and exceptionally good comfort properties. Trousers with flexible waistbands have also started gaining commercial traction.

FUTURE OF TROUSERS MARKET

In the rural fashion market increasing shifting from ethnic wear to western trouser shall contribute to the volume growth of



the market while the need of higher quality shall drive the value market. The economy segment will also witness entrance of many strong local and regional brands who would offer value for money trousers that the consumer could trust for quality. On the other side the national and international brands will continue to strengthen their position in super premium, premium and mid-price segments of the market; many of them are expected to extend their product offering to economy segment of smaller cities.

Indian fashion consumers, both male and female, will continue to seek better product quality, superior designs and perfect fit in their trousers. Most of the product innovation are expected to be witnessed in the casual trousers, women's trousers and high-end men's formal trousers. **In the coming years, the Indian market might witness demand for commercial production of trousers produced from recycled fibres, eco-friendly manufacturing processes.**

Success of manufacturers and brands in Indian trousers market shall depend on their ability to offer innovative products at right price points and their ability to expand their reach beyond the metros and big cities.

