

The Casual wear Market in India

Introduction

Indian casual wear market has evolved in an expeditious manner, catering to a burgeoning consumer sector. Over the past few years, the market has witnessed accelerating growth, driven by growth in income levels, changing lifestyles and the entry of foreign players. Home-grown brands have launched trendy casual wear products and repositioned the brand in to mirror global fashion trends. The increasing availability of international fashion at affordable rates, are causing casual wear sales in India to surge. Formal wear is increasingly giving way to trendier lines of clothing that includes casual apparel. Casual wear brands in India have shown potential in all segments of the market- premium, medium, lower and is going beyond the boundaries of urban markets in major metros, casual wear is picking up pace in mini metros, Tier II and III cities as well.

Market size overview

The total apparel market size in India was INR 2,48,250 Cr in 2014, and is estimated to grow at a CAGR of 9.9% to reach INR 3,94,450 Cr in 2019 and to INR 6,40,800 Cr in 2024. Of the total apparel market, Menswear contributes to a majority, i.e. 42% of the total market in 2014, while Women's wear contributed to 38%. The size of men's casual wear market was INR 41,500 Cr in 2014 and is expected to grow to INR 68,450 Cr by 2019. The women's casual wear market size was INR 4,350 Cr in 2014 and is expected to grow to INR 8,894 Cr by 2019.

Classification of Casual Wear

Smart Casual: Generally neat yet informal attire qualifies as smart casual wear.

Business Casual: Business dress has three primary categories: Power Business, General Business, and Business Casual. While Business Casual attire is a recent addition to traditional business dress, it is no longer considered to be a trend.

Active Casual/ Sporty Casual: This category encompasses apparel for gym, running, rollerblading, biking, tennis, racquetball, golf and other such sports. Most sports have particular items of clothing that support participants in performing well in that game. This category is not about playing a sport, but more about the relaxed look of a spectator.

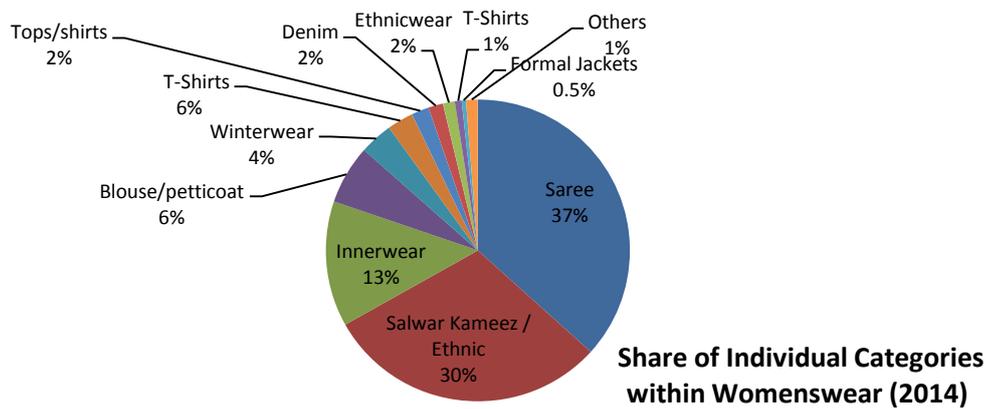
Rugged Casual: The Rugged Casual category draws garments from the typical apparel of the more outdoorsy sports, like hunting, fishing, backpacking, rock climbing, etc.

Women Casual Wear

Women's apparel market pegged at INR 93,080 Cr in 2014, and is expected to reach INR 2,49,710 Cr by 2024 as it will grow at a CAGR of 10.4% during this period. Denim, innerwear and T-shirts represent the three fastest growing categories growing at a CAGR of 18%, 17% and 15% respectively.

A women's casual wear collection largely comprises of fashionable skirts, tops made out of chiffon, silk, velvet, cargo, cropped or utility pants, capris and shirts made out of denim, silk and chambray, different washes of denim, leather or denim jackets etc. Because comfort and effectiveness is of utmost importance, casual wear is quickly replacing the traditional *sari* and *salwarkameez* in a woman's everyday wardrobe.

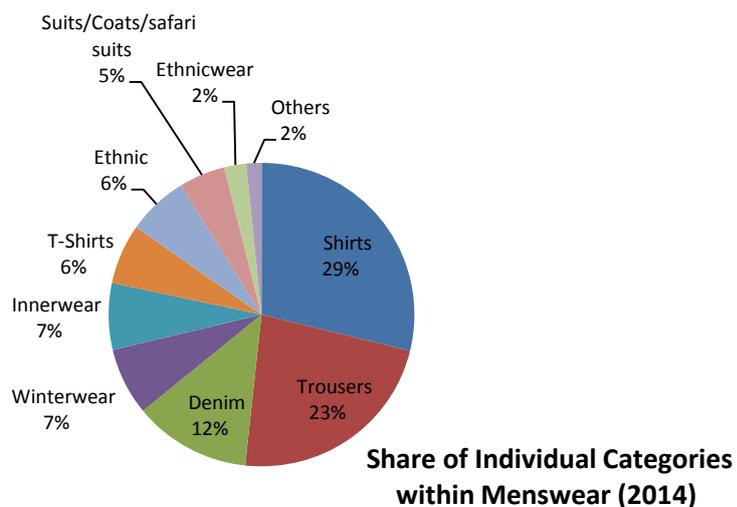
Complimentary accessories like scarves, hats, mittens, handcrafted belts etc have made the women's casual wear market much more versatile and dynamic



Men's Casual Wear

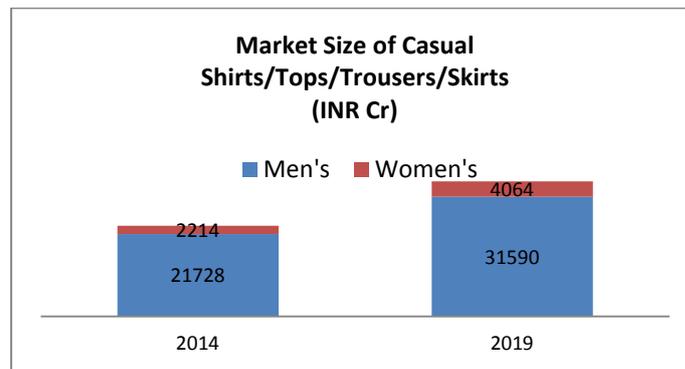
Menswear market in India was INR 1,05,050 Cr in 2014, and is expected to grow at a CAGR of 9.2% to reach INR 1,61,570 Cr in 2019 and INR 2,52,550 Cr in 2024.

Owing to the gradual shift of men's apparel market towards casual wear such as denims, T-shirts/polo and activewear are growing at a much faster CAGR of 14%, 12% and 14% respectively. This is also a result of growing fashion consciousness and aspiration beliefs, increasing brandization, and acceptance of specialized clothing with features such as odour resistant jeans etc. not just in metros, but also in mini metros and tier I and tier II cities across India.



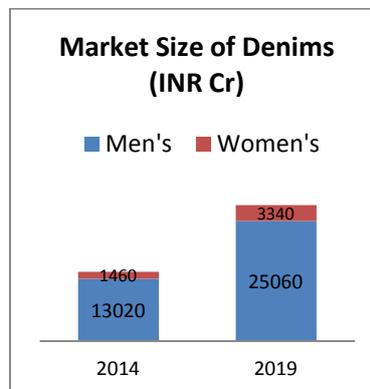
Casual Shirts/Tops/Trousers/Skirts

Due to comfort factor, a large number of choices for fabric, designs, fits - this category of casuals has been quite popular from many years with youth in both urban as well as rural areas. The market size for men's casual shirts and trousers was INR 21,728Cr in 2014 and is estimated to grow at CAGR of 7% to reach INR 31520Cr in 2019. Whereas, The market size for women's casual shirts and trousers was INR 2214Cr in 2014 and is estimated to grow at CAGR of 12 % to reach INR 4064Cr in 2019.



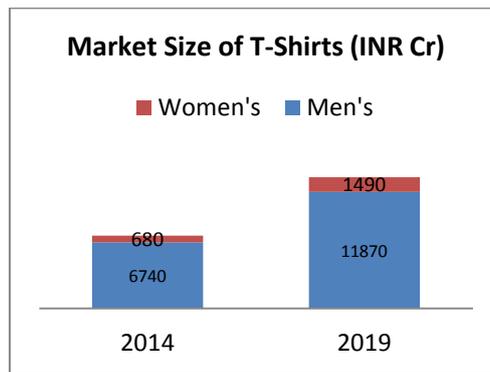
Denims

The Indian denim market is exhibiting continual growth trends over the years. With newer technologies and trends, territories the market is only going to see some exciting moments ahead. Not only men, even teenage girls in rural areas are opting for denim wear. Denim is a high growth casual wear category as the consumers find it to be fashionable and comfortable, and gave it the necessary style quotient. A lot of choices are available to the consumer for finishes looks, colors, washes. Nowadays the blue denim are being replaced by the colourful, printed denims or jeggings. Due to high demand new synthetic fabrics are now used extensively. The trend is not restricted to women. Due to the high popularity of denims, many brands are coming up with innovative products like breathable jeans made up of new fabrics and in new styles. Depending on the quality and make of the denim, the price range divides the market into the luxury, premium, mid-premium, mass, and unbranded segments. The market size for men's denim was INR 13020 Cr in 2014 and is estimated to grow at CAGR of 13% to reach INR 25060 Cr in 2019. Whereas, the market size for women's denim was INR 1460Cr in 2014 and is estimated to grow at CAGR of 18% to reach INR 3340Cr in 2019.



T-shirts

T-shirts is considered as one of the most comfortable and dynamic categories of casual wear. Due to its soft knit fabric, the fits, and the versatile use t-shirts comprises of highly demanded product segment and is acceptable to a huge consumer range. The market size for men's T-shirts was INR 6740 Cr in 2014 and is estimated to grow at CAGR of 14 % to reach INR 11870Cr in 2019. And for women, the market size for t-shirts was INR 680 in 2014 and is estimated to grow at CAGR of 15% to reach INR 1490Cr in 2019.



Key Trends

Casual Wear as a Lifestyle product

Most apparel brand are extending their formal wear brand and repositioning them into other wardrobe sections like casual wear so as to turn the brand into a lifestyle label. In the process, the brand acquires size. The availability and accessibility of international brands has contributed largely to the trend of increasing favourability to the casual wear. Casual apparel suits the changing lifestyles and fast paced youth of this century and it meets the demand of comfort and hectic life style other than making them look and feel good. Since formal dressing is restrictive to a great extent, manufacturers of clothes have started to make and offer a vast line of casual wear of different styles and price ranges.

E-tailing

Casual wear market has witnessed a rapid growth in e-commerce due to rising penetration of internet across India. Owing to its convenience, speed, competitive pricing along with multiple payment options such as online payment and cash on delivery is expected to aid the growth of apparel market through online retailing channel in the coming years.

Growth drivers

One of the main keys for success of Casual wear brands is constantly innovating new product range which includes wide range of styles in terms of prints, designs and fabrics, so as to match the changing preferences of the customers, they are being more creative. With the general standard of living rising, leaving people with increased disposable incomes, the Indian consumers today are looking out for more options. Also, India essentially being a young nation, most of the growth in this segment is driven by the youth and its preferences. The youth of today are exhibiting more and more mobility, openness and desire to experiment and are opting for cool, smart casual wear. The changing tasted invigorates growth and is a major reason for a renewed boost for this segment. Rapidly growing urban population; more people frequently wearing casual outfits to work; and manufacturing picking up pace with larger and improved units are also substantive contributors. Preference of comfort wear with trendy look, trends towards contemporary fashion, favourable demographics with high proportion of youth are the key driving growth factors.

Consumer behaviour

Due to plethora of existing options, changing styles and exposure to world fashion, the average Indian apparel consumer has become much more capricious.

Increasing comfort with growing aspirations and new trends is rendering the consumers to be more open-minded and experimentative. This, coupled with increasing urbanization, higher discretionary spending and evolving lifestyle is leading to casualization of both men and

women's wardrobes. Smart casuals with a few dos and don'ts are becoming more and more acceptable on a daily basis and are not strictly restricted to a Friday dressing format anymore.

With an increase in fashion conscious population, growing working women populace in the country, the segment shall continue to grow further. Young India is becoming image conscious and is a significant contributor to the casual wear sector revenue. The older consumers have also experimenting with casual wear category.

The Way Ahead for Casual Wear

The Indian casual wear market is poised for promising growth. Factors including a booming middle class population, a paradigm shift in consumers' choices and disposable income ensure promising future for casual wear segment. . There is a high scope for innovative products in this segment. India has become a market with a plethora of opportunities and brands and retailers who understand the needs of Indian customers' better are expected to leverage the opportunities to derive growth

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