



Apparel Report 2018 – Women's and Girls' Apparel

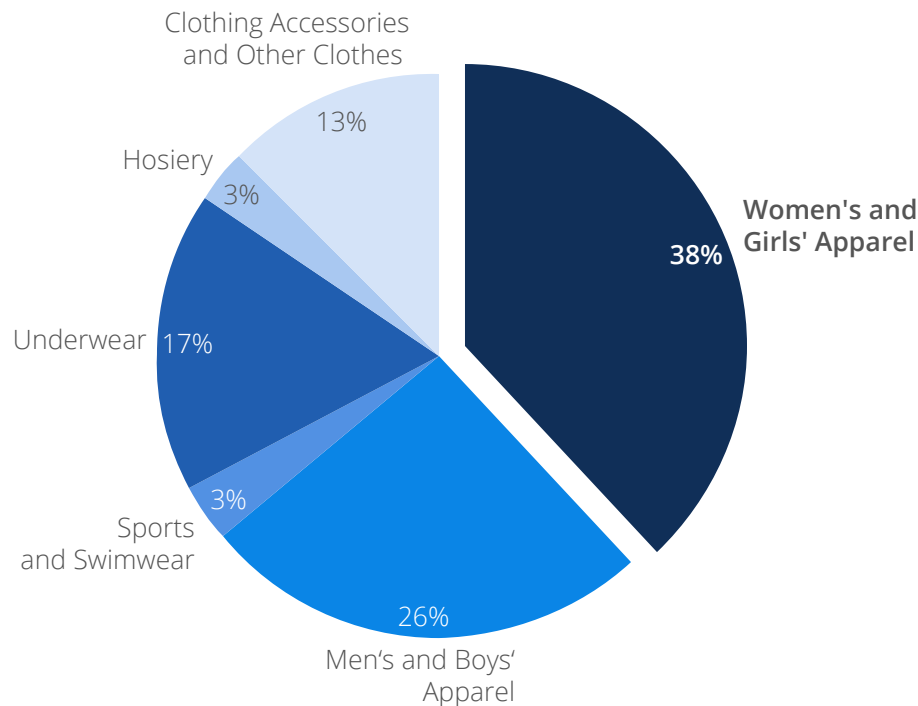
Statista Consumer Market Outlook – Segment Report

February 2018

Women's and Girls' Apparel accounts for 38% of the total Apparel market

Apparel market overview

Apparel revenues by segments worldwide¹ in 2017



Women's and Girls' Apparel segment

The Women's Apparel market covers apparel for women and girls. Children's clothes are not separately defined, with the exception of clothes for babies, which are part of the Other Clothing segment. This range of products constitutes the largest share in revenue within the entire clothing market. The market for women's apparel is subdivided into the following segments: coats and outdoor jackets, blazers, suits dresses and skirts, trousers and sweatshirts and blouses.

Women's and Girls' Apparel sales worldwide¹



US\$561.9bn
in 2017

+3.6%
CAGR² 2010-2017

1: Worldwide includes all countries which are covered by the Consumer Market Outlook, for further information please see [page 12](#)

2: CAGR: Compound Annual Growth Rate / average growth rate per year

Source: [Statista Consumer Market Outlook 2018](#)

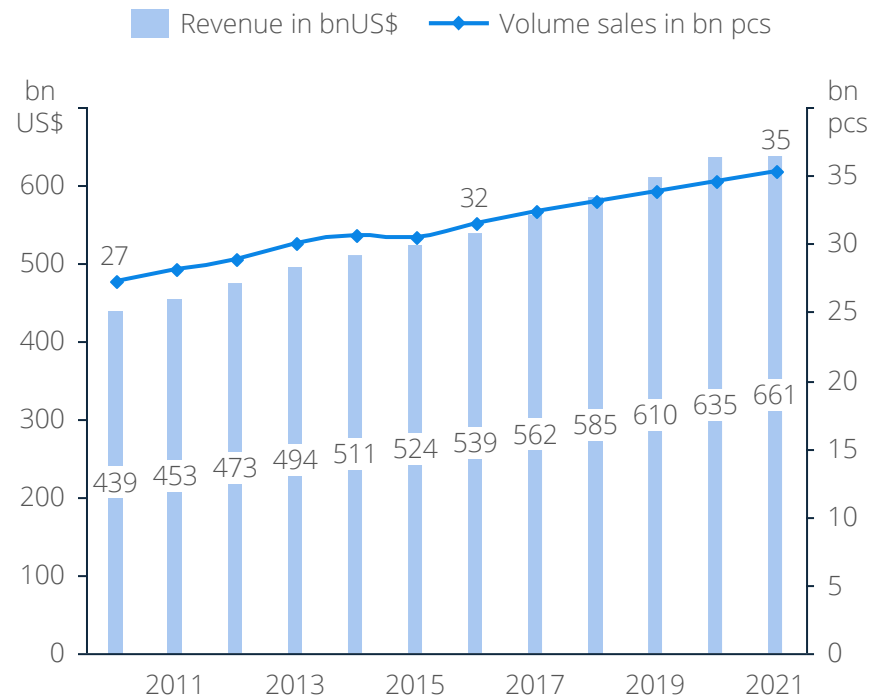
Worldwide Women's and Girls' Apparel revenues increased by 4.2% between 2016 and 2017

Segment overview Women's and Girls' Apparel

Management Summary of the Women's and Girls' Apparel market

- The Apparel market realized a total revenue of US\$1,475 billion in 2017, representing a growth of 4.4% compared to 2016.
- We forecast the compound annual growth rate (CAGR¹) of the revenue from 2017 to 2021 to be 4.4%.
- In the market for Apparel, volume sales amounted to 154 billion pieces in 2017, which represents a growth of 2.3% compared to 2016.
- The segment Women's and Girls' Apparel accounted for 38% of the worldwide Apparel revenue and 21% of volume sales in 2017.
- In 2017, Women's and Girls' Apparel sales increased by 4.2% in comparison to 2016 and reached US\$562 billion and 32 billion pieces.
- United Kingdom (US\$492) and Norway (US\$491) have the highest annual revenues per capita of Women's and Girls' Apparel.

Women's and Girls' Apparel revenues in billion US\$ worldwide²




1: CAGR: Compound Annual Growth Rate / average growth rate per year

2: Worldwide includes all countries which are covered by the Consumer Market Outlook, for further information please see [page 12](#)

Source: [Statista Consumer Market Outlook](#) 2018

With more than US\$28.8bn, Inditex S.A. has the highest apparel sales

Representative companies and apparel brands

Company	INDITEX	H&M	GAP	KERING
Sales ¹ 2016	US\$28.8bn	US\$25bn ²	US\$19.2bn	US\$15.3bn
Key brands	 <p>ZARA</p> <p>PULL&BEAR</p> <p>Massimo Dutti</p> <p>Bershka</p>	<p>WEEKDAY</p> <p>COS</p> <p>& other Stories</p> <p>MONKI</p>	<p>OLD NAVY</p> <p>BANANA REPUBLIC</p> <p>ATHLETA</p> <p>INTERMIX</p> <p>WEDDINGTON WAY</p>	<p>GUCCI</p> <p>BOTTEGA VENETA</p> <p>PUMA</p> <p>SAINT LAURENT</p>

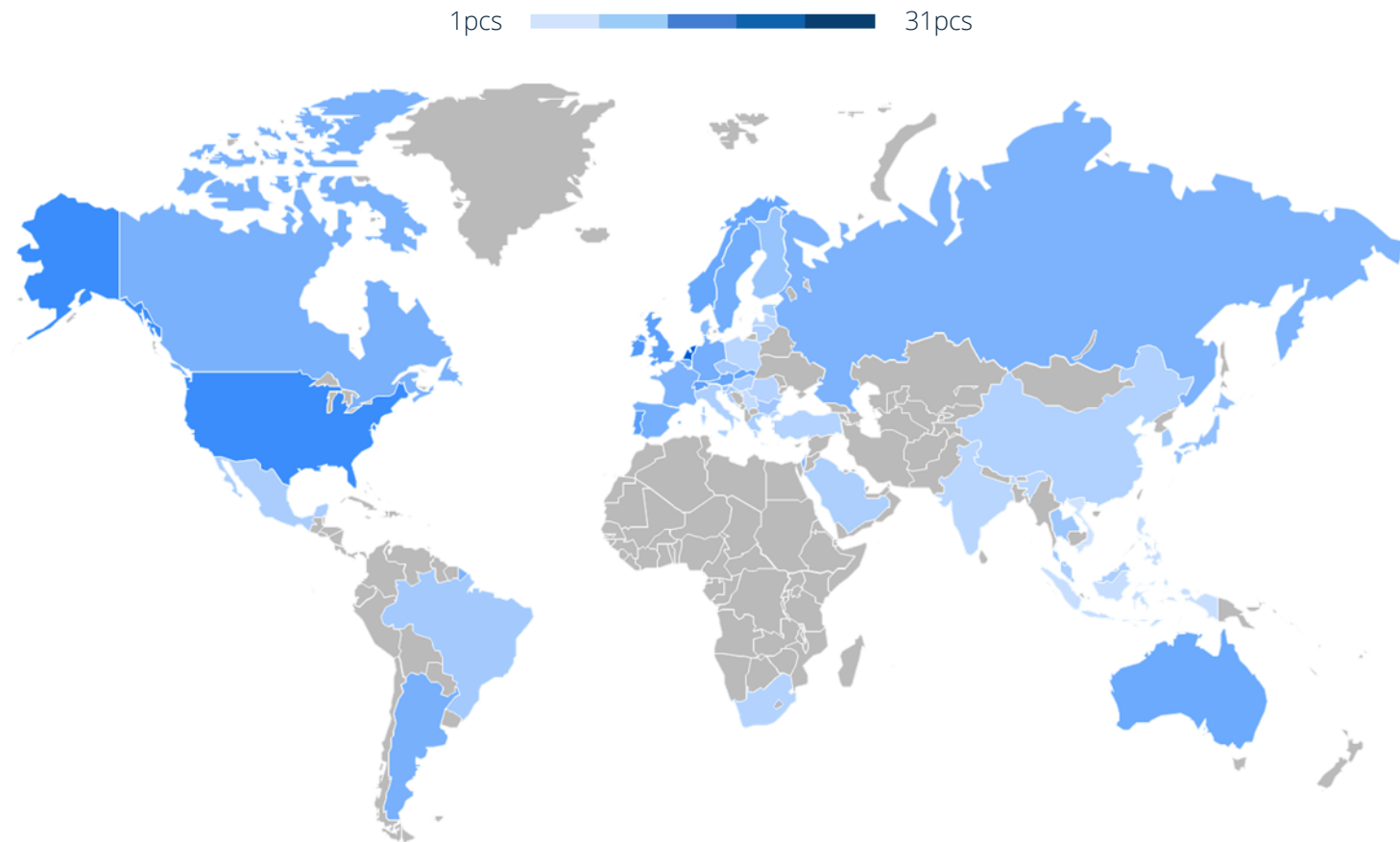
1: Companies' sales for apparel

2: 2017 revenue

Source: [Statista Consumer Market Outlook 2018](#), [Inditex](#), [GAP](#), [Kering SA](#), [H&M](#)

The Netherlands have the highest per-capita consumption of Women's and Girls' Apparel

Women's and Girls' Apparel volume sales per capita in 2017



Women's and Girls' Apparel volume sales in Europe increased by 0.9% between 2016 and 2017

Market KPI comparison (1/7)

Europe

Women's and Girls' Apparel revenues in billion US\$

	unit	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	CAGR ¹ '10/'21	CAGR ¹ '16/'17
Category total	bnUS\$	372.7	380.8	381.8	385.4	394.3	402.9	412.2	419.3	427.2	435.0	442.8	450.4	1.7%	1.7%
Women's and Girls' Apparel	bnUS\$	146.0	146.5	147.4	150.7	151.1	154.4	159.3	161.9	164.6	167.2	169.7	172.1	1.5%	1.7%
Share of total market		39.2%	38.5%	38.6%	39.1%	38.3%	38.3%	38.6%	38.6%	38.5%	38.4%	38.3%	38.2%	-0.2%	0.0%

Women's and Girls' Apparel volume sales in billion pieces

	unit	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	CAGR ¹ '10/'21	CAGR ¹ '16/'17
Category total	bn pcs	34.6	33.9	33.4	33.7	33.6	33.7	34.7	35.0	35.3	35.5	35.8	36.0	0.4%	0.7%
Women's and Girls' Apparel	bn pcs	6.9	6.7	6.7	6.9	6.9	6.9	7.2	7.3	7.3	7.4	7.4	7.5	0.7%	0.9%
Share of total market		20.0%	19.8%	20.0%	20.4%	20.4%	20.5%	20.7%	20.8%	20.8%	20.8%	20.7%	20.7%	0.4%	0.1%

Women's and Girls' Apparel volume sales in the U.S. increased by 2.3% between 2016 and 2017

Market KPI comparison (2/7)

United States

Women's and Girls' Apparel revenues in billion US\$

	unit	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	CAGR ¹ '10/'21	CAGR ¹ '16/'17
Category total	bnUS\$	255.3	269.9	281.5	287.9	297.5	304.6	309.4	317.8	326.1	334.2	341.7	348.6	2.9%	2.7%
Women's and Girls' Apparel	bnUS\$	101.6	104.6	109.0	108.5	111.7	112.6	114.7	117.9	121.1	124.2	127.1	129.7	2.2%	2.8%
Share of total market		39.8%	38.8%	38.7%	37.7%	37.6%	37.0%	37.1%	37.1%	37.1%	37.2%	37.2%	37.2%	-0.7%	0.1%

Women's and Girls' Apparel volume sales in billion pieces

	unit	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	CAGR ¹ '10/'21	CAGR ¹ '16/'17
Category total	bn pcs	27.2	28.1	28.3	29.4	30.0	31.2	30.9	31.3	31.6	32.0	32.3	32.5	1.6%	1.3%
Women's and Girls' Apparel	bn pcs	5.6	5.6	5.7	5.8	5.9	6.0	6.1	6.2	6.4	6.5	6.6	6.7	1.7%	2.3%
Share of total market		20.5%	20.0%	20.1%	19.5%	19.6%	19.3%	19.8%	19.9%	20.1%	20.3%	20.5%	20.7%	0.0%	0.9%

Women's and Girls' Apparel volume sales in China increased by 4% between 2016 and 2017

Market KPI comparison (3/7)

China

Women's and Girls' Apparel revenues in billion US\$

	unit	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	CAGR ¹ '10/'21	CAGR ¹ '16/'17
Category total	bnUS\$	180.5	192.8	212.4	228.9	243.2	257.2	268.0	288.9	311.5	335.5	360.7	387.4	7.2%	7.8%
Women's and Girls' Apparel	bnUS\$	72.1	76.0	84.1	91.5	95.4	98.0	101.8	109.4	117.6	126.3	135.5	145.1	6.6%	7.5%
Share of total market		39.9%	39.4%	39.6%	40.0%	39.2%	38.1%	38.0%	37.9%	37.8%	37.7%	37.6%	37.5%	-0.6%	-0.3%

Women's and Girls' Apparel volume sales in billion pieces

	unit	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	CAGR ¹ '10/'21	CAGR ¹ '16/'17
Category total	bn pcs	21.7	23.9	25.8	27.4	27.2	27.1	28.3	29.5	30.7	31.9	33.2	34.4	4.3%	4.1%
Women's and Girls' Apparel	bn pcs	5.0	5.5	6.0	6.4	6.3	6.0	6.3	6.5	6.8	7.1	7.3	7.6	3.8%	4.0%
Share of total market		23.1%	22.8%	23.3%	23.3%	23.1%	22.1%	22.1%	22.1%	22.1%	22.1%	22.1%	22.1%	-0.5%	-0.1%

Women's and Girls' Apparel volume sales in Latin America increased by 1.6% between 2016 and 2017

Market KPI comparison (4/7)

Latin America²

Women's and Girls' Apparel revenues in billion US\$

	unit	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	CAGR ¹ '10/'21	CAGR ¹ '16/'17
Category total	bnUS\$	72.3	77.8	86.6	96.5	106.4	114.1	121.4	131.0	139.9	149.7	160.4	171.7	8.2%	8.0%
Women's and Girls' Apparel	bnUS\$	27.0	29.4	33.3	37.5	40.8	43.1	46.1	49.8	53.1	56.7	60.5	64.6	8.3%	8.0%
Share of total market		37.3%	37.7%	38.5%	38.9%	38.4%	37.8%	38.0%	38.0%	37.9%	37.8%	37.7%	37.6%	0.1%	0.0%

Women's and Girls' Apparel volume sales in billion pieces

	unit	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	CAGR ¹ '10/'21	CAGR ¹ '16/'17
Category total	bn pcs	9.6	9.9	10.4	11.1	11.7	11.6	12.2	12.3	12.3	12.5	12.7	12.9	2.7%	1.1%
Women's and Girls' Apparel	bn pcs	1.9	2.0	2.1	2.3	2.4	2.4	2.5	2.6	2.6	2.6	2.7	2.7	3.2%	1.6%
Share of total market		20.1%	19.8%	20.0%	20.3%	20.4%	20.6%	20.9%	21.0%	21.0%	21.1%	21.1%	21.1%	0.5%	0.5%

1: CAGR: Compound Annual Growth Rate / average growth rate per year

2: Latin America includes only Mexico, Brazil and Argentina

Source: [Statista Consumer Market Outlook](#) 2018

Women's and Girls' Apparel volume sales in Australia decreased by -0.2% between 2016 and 2017

Market KPI comparison (5/7)

Australia

Women's and Girls' Apparel revenues in billion US\$

	unit	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	CAGR ¹ '10/'21	CAGR ¹ '16/'17
Category total	bnUS\$	15.60	15.48	15.76	16.46	16.88	17.75	18.78	19.26	19.79	20.36	20.96	21.58	3.0%	2.5%
Women's and Girls' Apparel	bnUS\$	5.87	5.77	6.00	6.20	6.29	6.59	6.98	7.14	7.32	7.51	7.73	7.96	2.8%	2.3%
Share of total market		37.6%	37.2%	38.1%	37.6%	37.3%	37.1%	37.2%	37.1%	37.0%	36.9%	36.9%	36.9%	-0.2%	-0.2%

Women's and Girls' Apparel volume sales in billion pieces

	unit	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	CAGR ¹ '10/'21	CAGR ¹ '16/'17
Category total	bn pcs	1.52	1.60	1.64	1.70	1.72	1.79	1.76	1.77	1.79	1.80	1.82	1.84	1.7%	0.8%
Women's and Girls' Apparel	bn pcs	0.30	0.30	0.32	0.32	0.32	0.34	0.32	0.32	0.32	0.32	0.32	0.32	0.7%	-0.2%
Share of total market		19.7%	19.0%	19.3%	19.1%	18.8%	18.9%	18.4%	18.2%	18.0%	17.8%	17.7%	17.6%	-1.1%	-1.0%

1: CAGR: Compound Annual Growth Rate / average growth rate per year
Source: [Statista Consumer Market Outlook](#) 2018

Women's and Girls' Apparel volume sales in Turkey increased by 6% between 2016 and 2017

Market KPI comparison (6/7)

Turkey

Women's and Girls' Apparel revenues in billion US\$

	unit	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	CAGR ¹ '10/'21	CAGR ¹ '16/'17
Category total	bnUS\$	4.41	5.30	6.20	6.76	7.29	8.09	9.22	10.58	12.03	13.57	15.22	16.96	13.0%	14.8%
Women's and Girls' Apparel	bnUS\$	1.70	2.01	2.37	2.60	2.78	3.11	3.55	4.10	4.70	5.36	6.08	6.86	13.5%	15.5%
Share of total market		38.5%	37.9%	38.2%	38.4%	38.2%	38.4%	38.5%	38.8%	39.1%	39.5%	39.9%	40.5%	0.4%	0.6%

Women's and Girls' Apparel volume sales in billion pieces

	unit	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	CAGR ¹ '10/'21	CAGR ¹ '16/'17
Category total	bn pcs	1.12	1.25	1.34	1.40	1.40	1.46	1.58	1.66	1.73	1.81	1.88	1.95	5.2%	4.8%
Women's and Girls' Apparel	bn pcs	0.22	0.25	0.27	0.28	0.29	0.30	0.33	0.35	0.37	0.39	0.42	0.44	6.4%	6.0%
Share of total market		20.1%	19.8%	20.0%	20.3%	20.4%	20.6%	20.9%	21.1%	21.4%	21.8%	22.2%	22.7%	1.0%	1.2%

1: CAGR: Compound Annual Growth Rate / average growth rate per year
Source: [Statista Consumer Market Outlook](#) 2018

Women's and Girls' Apparel volume sales in South Africa increased by 1.1% between 2016 and 2017

Market KPI comparison (7/7)

South Africa

Women's and Girls' Apparel revenues in billion US\$

	unit	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	CAGR ¹ '10/'21	CAGR ¹ '16/'17
Category total	bnUS\$	4.04	4.44	4.85	5.28	5.75	5.88	6.12	6.52	6.92	7.35	7.82	8.32	6.8%	6.5%
Women's and Girls' Apparel	bnUS\$	1.45	1.64	1.84	2.07	2.22	2.24	2.32	2.47	2.63	2.81	3.00	3.20	7.5%	6.6%
Share of total market		35.8%	36.9%	37.9%	39.3%	38.7%	38.1%	37.9%	37.9%	38.0%	38.2%	38.3%	38.4%	0.7%	0.2%

Women's and Girls' Apparel volume sales in billion pieces

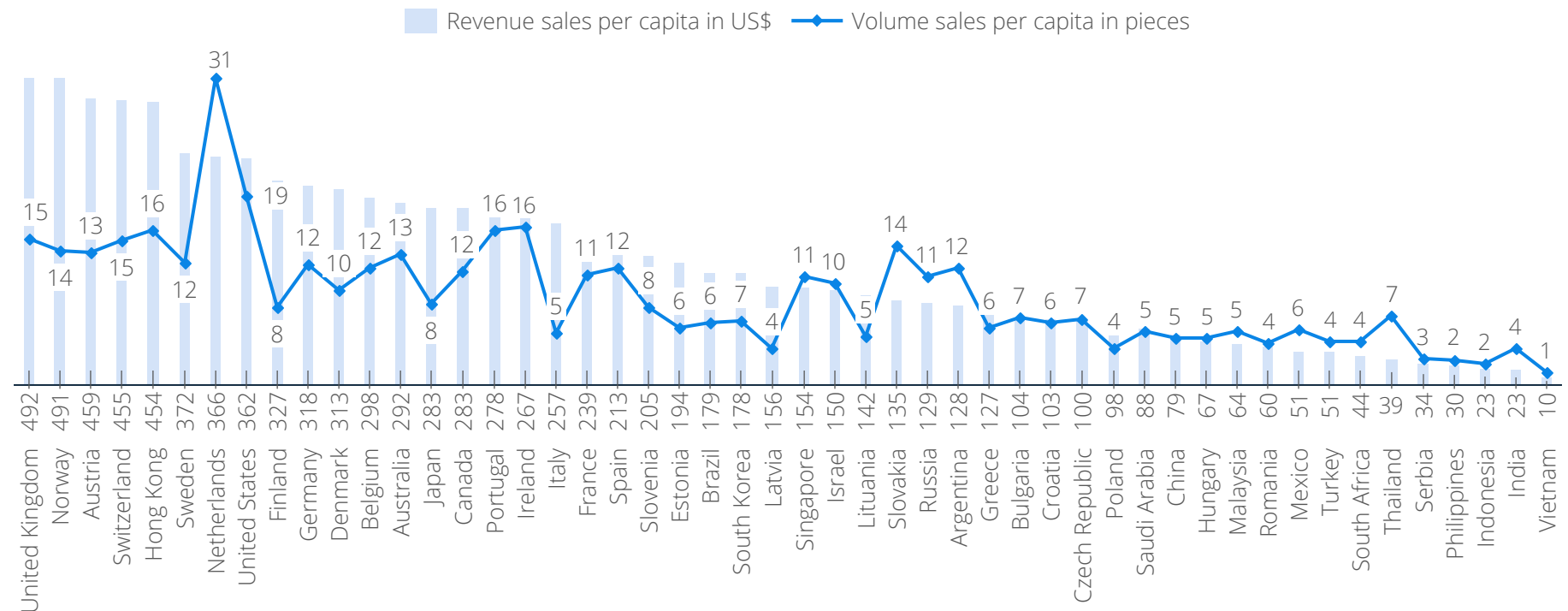
	unit	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	CAGR ¹ '10/'21	CAGR ¹ '16/'17
Category total	bn pcs	1.14	1.12	1.14	1.17	1.21	1.19	1.19	1.20	1.21	1.21	1.22	1.23	0.7%	0.4%
Women's and Girls' Apparel	bn pcs	0.21	0.21	0.22	0.23	0.25	0.24	0.24	0.25	0.25	0.25	0.26	0.26	1.8%	1.1%
Share of total market		18.8%	19.2%	19.3%	19.9%	20.2%	20.3%	20.4%	20.5%	20.6%	20.8%	21.0%	21.1%	1.1%	0.6%

1: CAGR: Compound Annual Growth Rate / average growth rate per year
Source: [Statista Consumer Market Outlook](#) 2018

In 2017, the British spent most on Women's and Girls' Apparel, namely US\$492 per person

Country ranking: Women's and Girls' Apparel

Revenue and Volume sales in 2017










The Women's and Girls' Apparel market covers 50 countries worldwide



Overview on country coverage

Europe












 Austria	 Hungary
 Belgium	 Ireland
 Bulgaria	 Italy
 Croatia	 Latvia
 Czech Republic	 Lithuania
 Denmark	 Netherlands
 Estonia	 Norway
 Finland	 Poland
 France	 Portugal
 Germany	 Romania
 Greece	 Slovakia

 Slovenia
 Spain
 Sweden
 Switzerland
 United Kingdom
 Russia
 Serbia

North America

 Canada
 United States





Asia

 China
 Hong Kong
 India
 Indonesia
 Japan
 South Korea
 Malaysia
 Philippines
 Singapore
 Thailand
 Vietnam




Australia

 Australia

Afrika & Middle East

 Israel
 Saudi Arabia
 South Africa
 Turkey

Latin America

 Argentina
 Brazil
 Mexico

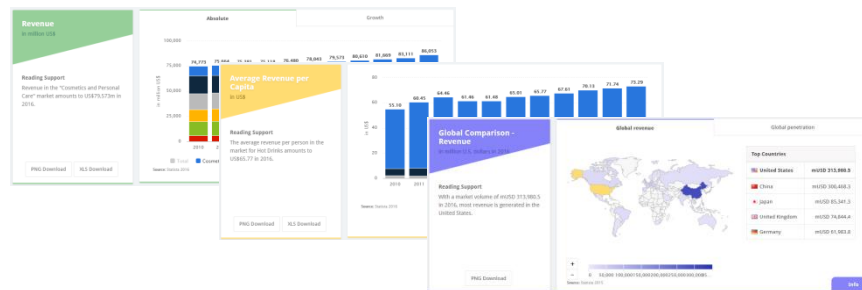
Consumer Market Outlook (CMO)

Product overview CMO

17 consumer markets and Passenger Cars with more than 150 product segments

The CMO presents the key performance indicators sales, revenues and prices of the most important consumer markets worldwide. Our specialized analysts' market calculations are based on data from validated sources.

- Revenues, sales, prices and forecasts
- More than 150 product categories in up to 44 countries
- Covering the period 2010 to 2021



[More information](#)



Accessories



Alcoholic Drinks



Clothes



Consumer Electronics



Cosmetics and Personal Care



Eyewear



Food



Footwear



Furniture



Home and Laundry Care



Food



Household Appliances



Non-Alcoholic Drinks



OTC Pharmaceuticals



Passenger Cars



Tissue and Hygiene Paper



Apparel Products



Toys and Games

Author, imprint, and disclaimer



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Imprint

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