

APPAREL TRADE SCENARIO IN KEY GLOBAL MARKETS AND INDIA

FEBRUARY 2024



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EXECUTIVE SUMMARY

Apparel Imports Update in Key Markets

USA

- In December 2023, US apparel imports were US\$ 5.5 Bn. which is 15% lower than December 2022. On YTD basis, the imports were 21% lower than in 2022.
- In the US apparel market, share of China has decreased by 2% and that of Vietnam has increased by 2% since 2021.

EU

- EU apparel imports in December 2023 were US\$ 6.1 Bn. which is 20% lower than December 2022. On YTD basis, the imports were 13% lower than in 2022.
- In the EU apparel market, share of China has decreased by 2% while that of Bangladesh has increased by 1% since 2021.

UK

- UK apparel imports in December 2023 were US\$ 1.2 Bn. which is 33% lower than in December 2022. On YTD basis, the imports were 17% lower than in 2022.
- In the UK apparel market, share of China has reduced by 2% and that of Bangladesh has increased by 2% since 2021.

Japan

- In December 2023, Japan's apparel imports were US\$ 1.6 Bn. which is 11% lower than December 2022. On YTD basis, the imports were 4% lower than in 2022
- In the Japan apparel market, share of China has decreased by 6% while that of Vietnam has increased by 3% since 2021.

Retail Sales Update in Key Markets

- In January 2024, US monthly apparel store sales are estimated to be US\$ 13.4 Bn. which is 2% lower than in January 2023.
- In January 2024, US monthly home furnishing store sales are estimated to be US\$ 5.0 Bn. which is 11% lower than in January 2023.
- In Q4 2023, US online sales of clothing and accessories registered a growth of 7% over Q4 2022. Overall, in 2023 sales were 4% higher than in 2022.
- In January 2024, UK's monthly apparel store sales were £ 3.0 Bn. which is 3% lower than in January 2023.
- In Q4 2023, UK's online sales of clothing registered a growth of 20% over Q4 2022. Overall, in 2023 sales were 16% higher than in 2022.

Indian Apparel Trade Update

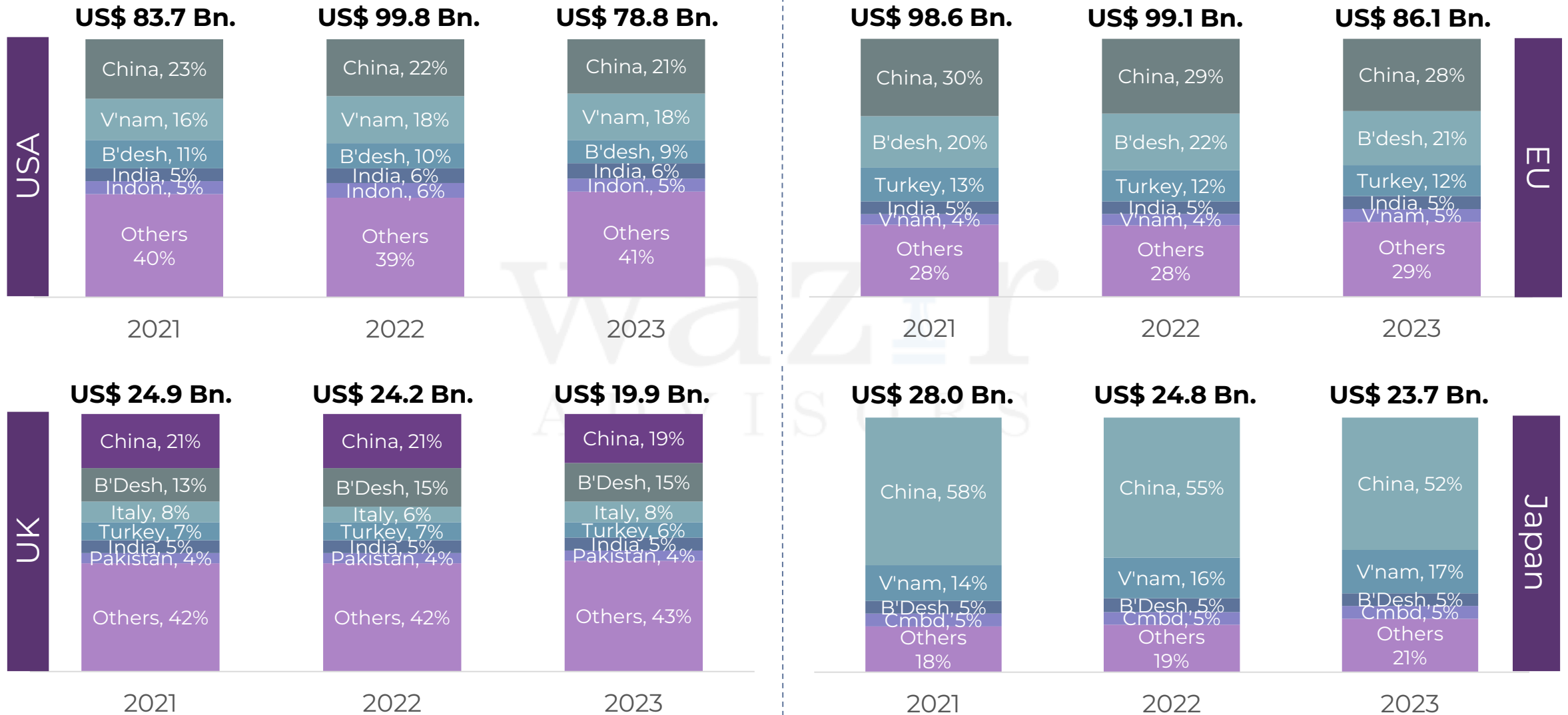
- In January 2024, India's apparel exports are estimated to be US\$ 1.4 Bn. which is 7% lower than in January 2023.
- In the Indian apparel export basket, UAE's share has decreased by 5% since 2021, while that of USA has increased by 1%.
- In December 2023, India's apparel imports were US\$ 114 Mn. which is 15% lower than in December 2022. On YTD basis, the imports are 8% lower than in 2022.

MONTHLY APPAREL IMPORTS OF KEY MARKETS

Values in US\$ Bn.

Region	Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	CY Total
USA	2022	7.5	7.5	9.3	8.1	8.5	8.6	9.3	10.4	9.6	8.2	6.3	6.5	99.8
	2023	7.3	6.2	6.3	5.8	6.5	6.6	7.7	7.8	7.4	6.5	5.2	5.5	78.8
	Change	-3%	-17%	-32%	-28%	-24%	-23%	-17%	-25%	-23%	-21%	-17%	-15%	-21%
EU	2022	6.9	7.5	8.5	7.5	7.6	7.8	8.2	10.7	10.6	9	7.2	7.6	99.1
	2023	8.2	7.2	7.7	6.3	5.9	7.0	7.7	8.2	7.5	7.2	7.1	6.1	86.1
	Change	19%	-4%	-9%	-16%	-22%	-10%	-6%	-23%	-29%	-20%	-1%	-20%	-13%
UK	2022	1.9	1.8	2.2	1.8	2.1	1.8	1.9	2.0	2.2	2.5	2.2	1.8	24.2
	2023	1.7	1.6	1.8	1.4	1.6	1.9	1.5	1.8	1.8	1.9	1.7	1.2	19.9
	Change	-11%	-11%	-18%	-22%	-24%	6%	-21%	-10%	-18%	-24%	-23%	-33%	-17%
Japan	2022	2.1	1.7	2.1	1.7	1.8	1.6	1.9	2.8	2.7	2.5	2.1	1.8	24.8
	2023	2.2	1.6	2.3	1.8	1.5	1.6	1.9	2.4	2.6	2.3	1.9	1.6	23.7
	Change	5%	-6%	10%	6%	-17%	0%	0%	-14%	-4%	-8%	-10%	-11%	-4%
Total (Key Markets)	2022	18.4	18.5	22.1	19.1	20	19.8	21.3	25.9	25.1	22.2	17.8	17.7	247.9
	2023	19.4	16.6	18.1	15.3	15.5	17.1	18.8	20.2	19.3	17.9	15.9	14.4	208.5
	Change	5%	-10%	-18%	-20%	-23%	-14%	-12%	-22%	-23%	-19%	-11%	-19%	-16%

SHARE OF MAJOR SUPPLIERS IN KEY MARKETS



KEY TAKEAWAYS

USA

- In December 2023, US apparel imports were US\$ 5.5 Bn. which is 15% lower than December 2022. On YTD basis, the imports were 21% lower than in 2022.
- In the US apparel market, share of China has decreased by 2% and that of Vietnam has increased by 2% since 2021.

UK

- UK apparel imports in December 2023 were US\$ 1.2 Bn. which is 33% lower than in December 2022. On YTD basis, the imports were 17% lower than in 2022.
- In the UK apparel market, share of China has reduced by 2% and that of Bangladesh has increased by 2% since 2021.

EU

- EU apparel imports in December 2023 were US\$ 6.1 Bn. which is 20% lower than December 2022. On YTD basis, the imports were 13% lower than in 2022.
- In the EU apparel market, share of China has decreased by 2% while that of Bangladesh has increased by 1% since 2021.

JAPAN

- In December 2023, Japan's apparel imports were US\$ 1.6 Bn. which is 11% lower than December 2022. On YTD basis, the imports were 4% lower than in 2022
- In the Japan apparel market, share of China has decreased by 6% while that of Vietnam has increased by 3% since 2021.

RETAIL SALES UPDATE IN KEY MARKETS

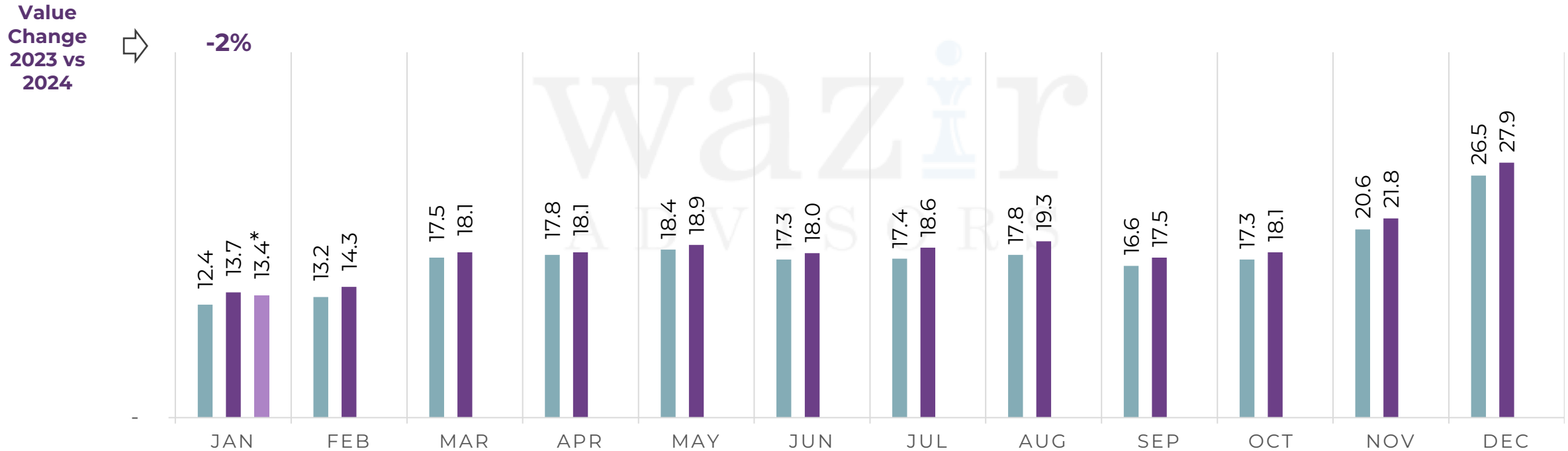


US APPAREL STORE SALES TREND

In January 2024, US monthly apparel store sales are estimated to be US\$ 13.4 Bn. which is 2% lower than in January 2023.

Year	Jan	Jan-Dec
2022	12.4	212.8
2023	13.7 (+10%)	224.3 (+5%)
2024	13.4 (-2%)	

Values in US\$ Bn.



Data Source: US Census Bureau; *Estimated

US HOME FURNISHINGS STORE SALES TREND

In January 2024, US monthly home furnishing store sales are estimated to be US\$ 5.0 Bn. which is 11% lower than in January 2023.

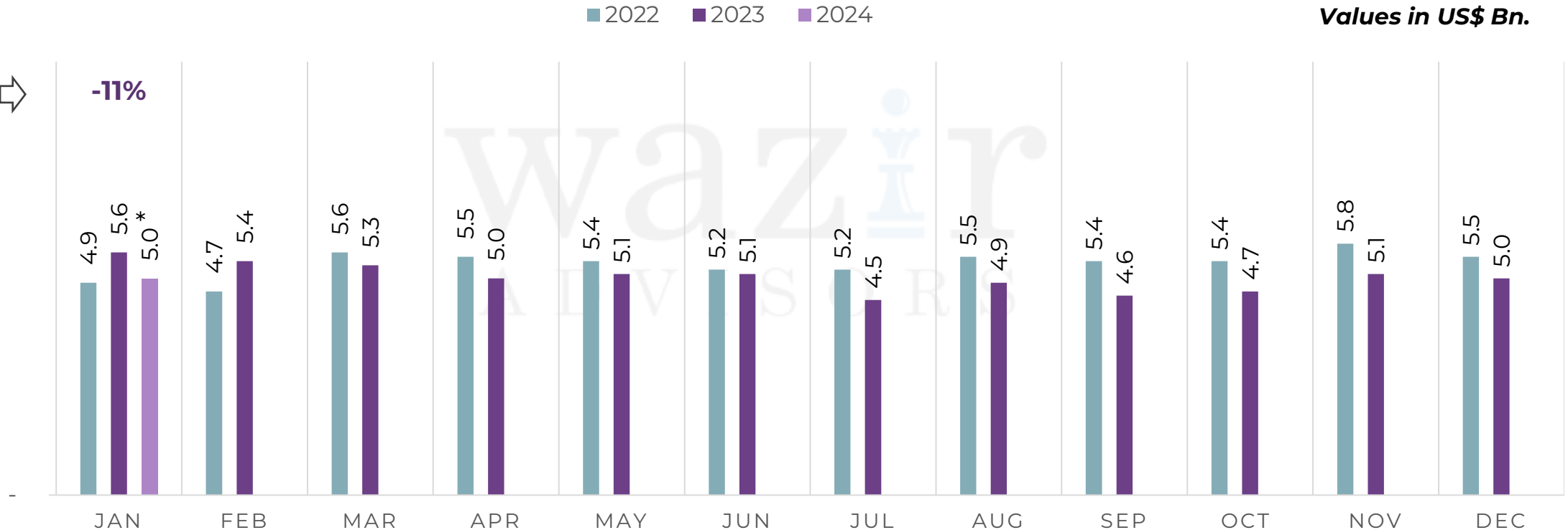
Year	Jan	Jan-Dec
2022	4.9	64.1
2023	5.6 (+14%)	60.2 (-6%)
2024	5.0 (-11%)	

Values in US\$ Bn.

Value Change 2023 vs 2024



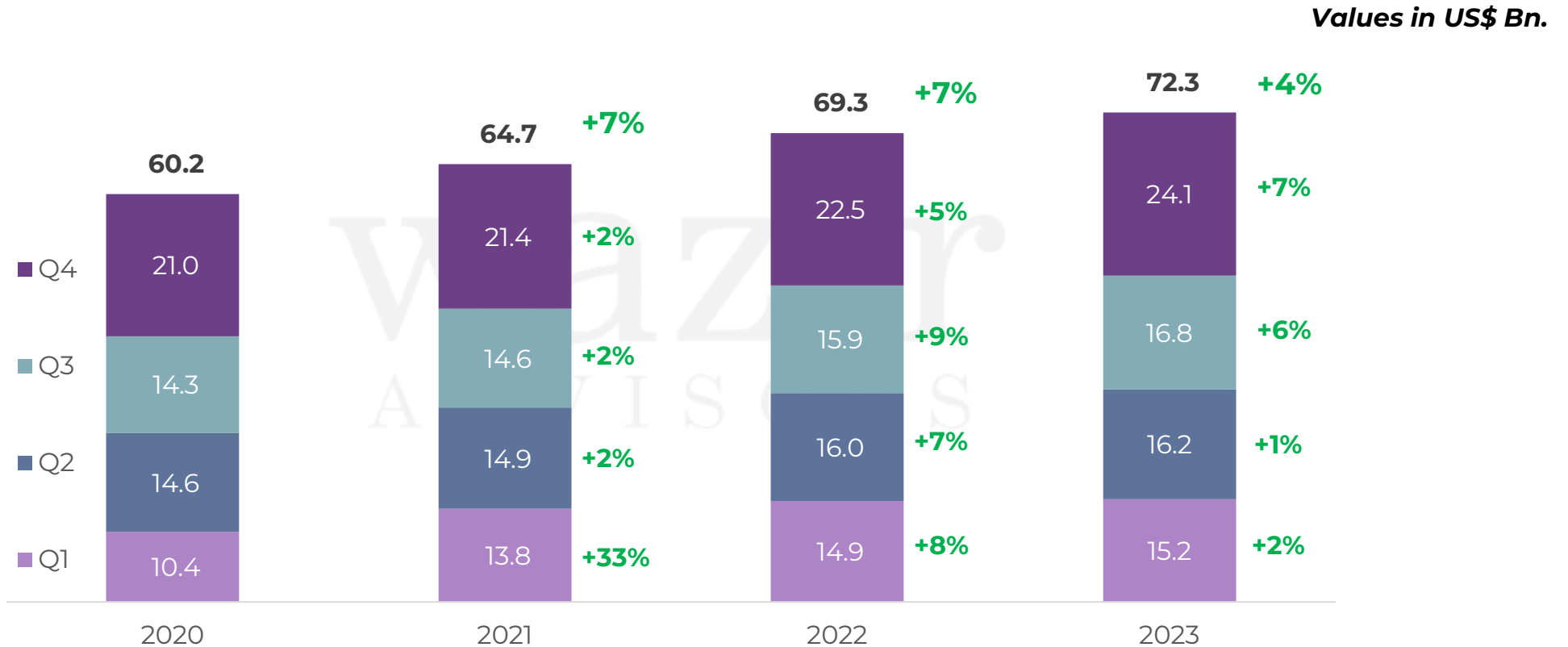
-11%



Data Source: US Census Bureau; *Estimated

US CLOTHING AND ACCESSORIES E-COMMERCE SALES

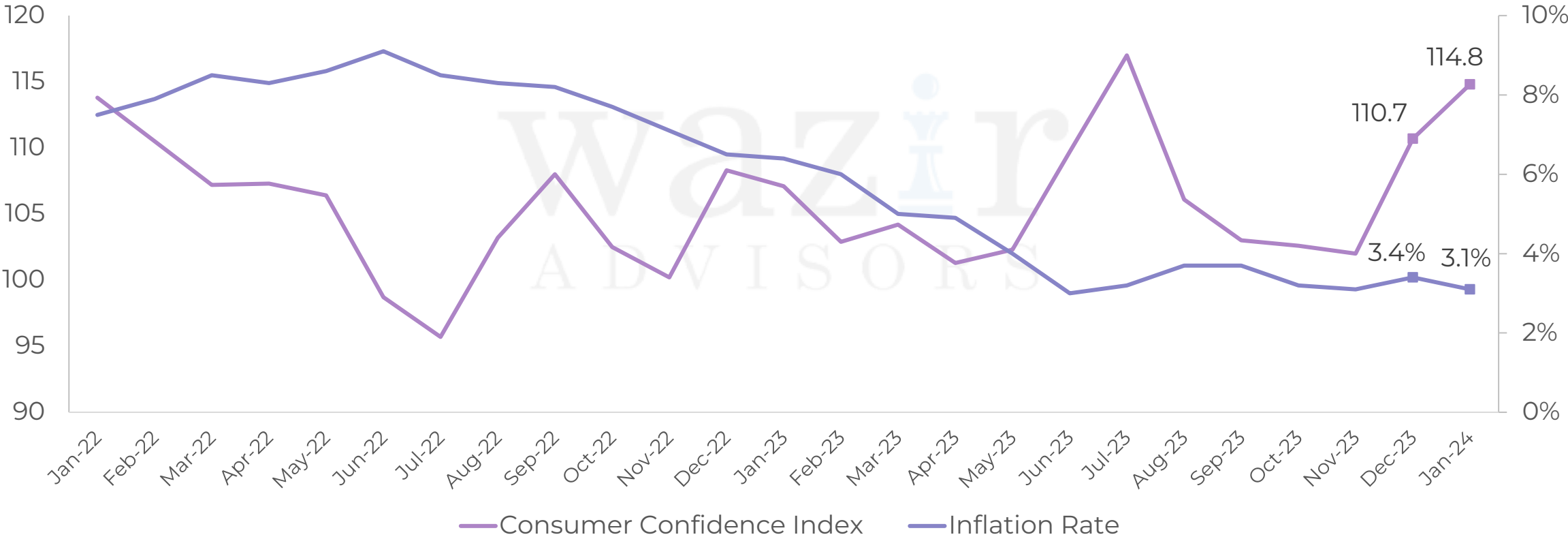
In Q4 2023, US online sales of clothing and accessories registered a growth of 7% over Q4 2022. Overall, in 2023 sales were 4% higher than in 2022.



Data Source: US Census Bureau

US CONSUMER CONFIDENCE INDEX AND INFLATION RATE

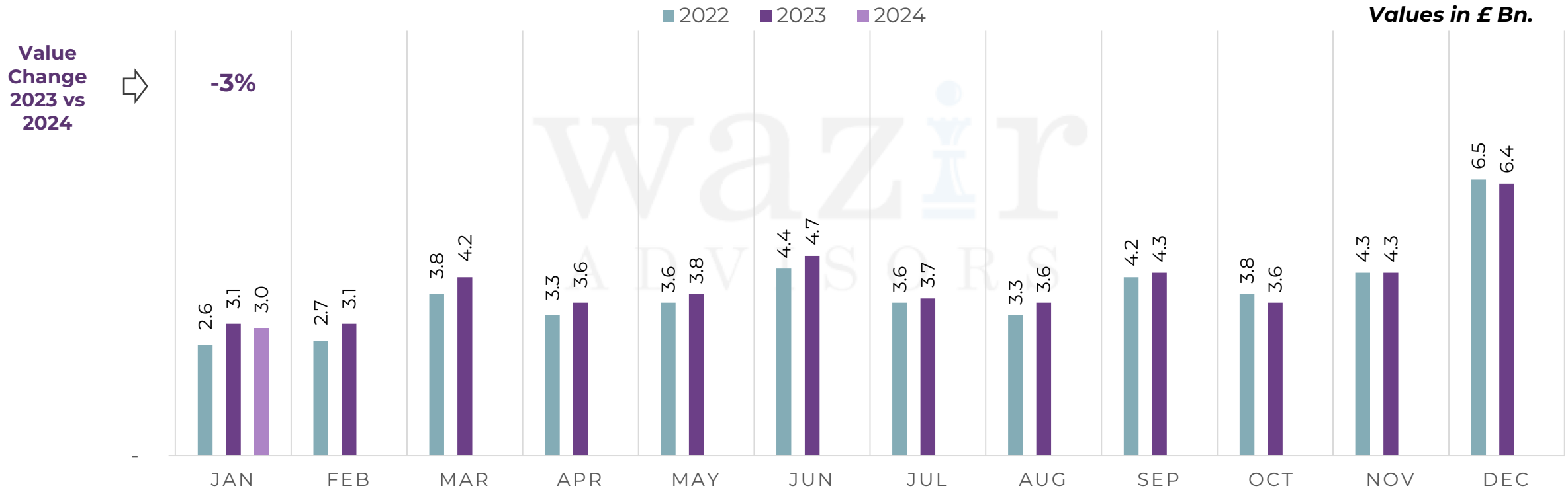
In January 2024, US Consumer Confidence Index has increased to 114.8 from 110.7 last month. US inflation rate in the same period declined to 3.1% from 3.4%.



UK APPAREL STORE SALES TREND

In January 2024, UK's monthly apparel store sales were £ 3.0 Bn. which is 3% lower than in January 2023.

Year	Jan	Jan-Dec
2022	2.6	46.1
2023	3.1 (+19%)	48.4 (+5%)
2024	3.0 (-3%)	

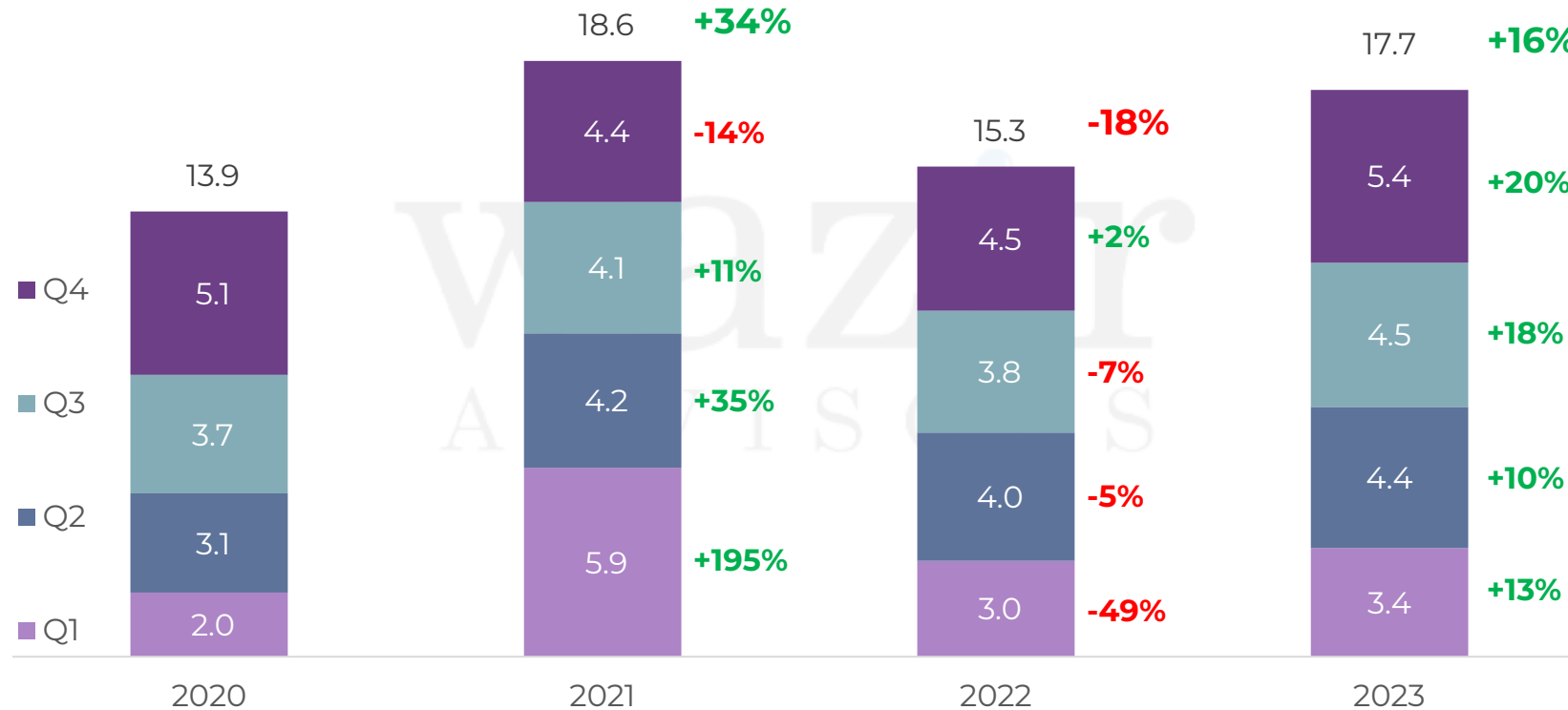


Data Source: Office of National Statistics, UK

UK CLOTHING E-COMMERCE SALES

In Q4 2023, UK's online sales of clothing registered a growth of 20% over Q4 2022. Overall, in 2023 sales were 16% higher than in 2022.

Values in £ Bn.



Data Source: Office of National Statistics, UK

INDIAN APPAREL TRADE UPDATE



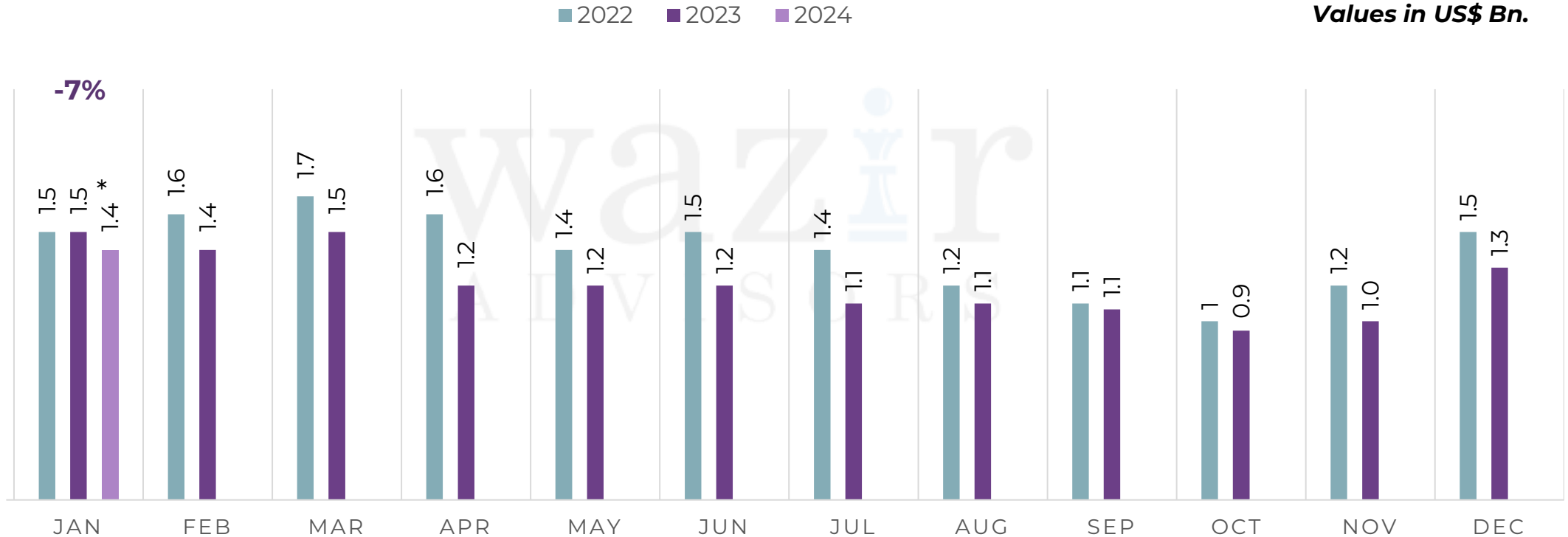
MONTHLY APPAREL EXPORTS TREND

In January 2024, India's apparel exports are estimated to be US\$ 1.4 Bn. which is 7% lower than in January 2023.

Year	Jan	Jan-Dec
2022	1.5	16.7
2023	1.5 (0%)	14.5 (-13%)
2024	1.4 (-7%)	

Values in US\$ Bn.

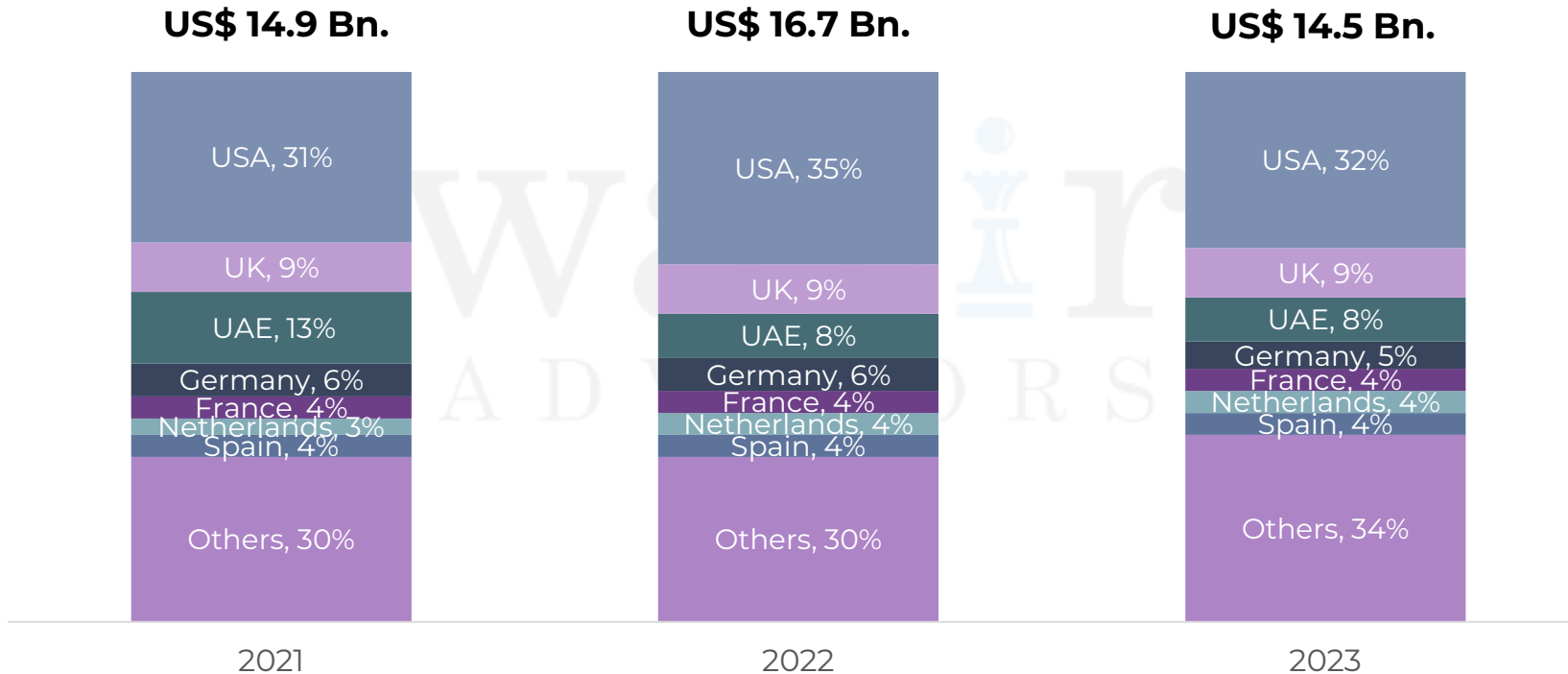
Value Change 2023 vs 2024



Data Source: DGCI&S; *Quick Estimates

SHARE CHANGE OF MAJOR APPAREL MARKETS

In the Indian apparel export basket, UAE's share has decreased by 5% since 2021, while that of USA has increased by 1%.

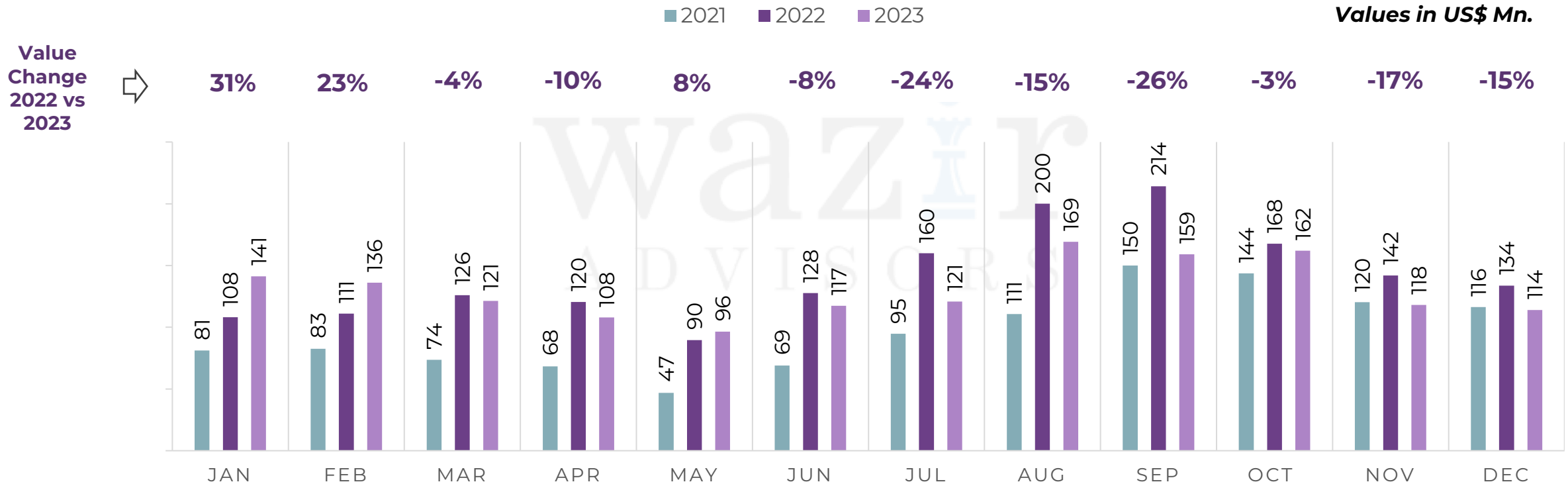


Data Source: DGCI&S

MONTHLY APPAREL IMPORTS TREND

In December 2023, India's apparel imports were US\$ 114 Mn. which is 15% lower than in December 2022. On YTD basis, the imports are 8% lower than in 2022.

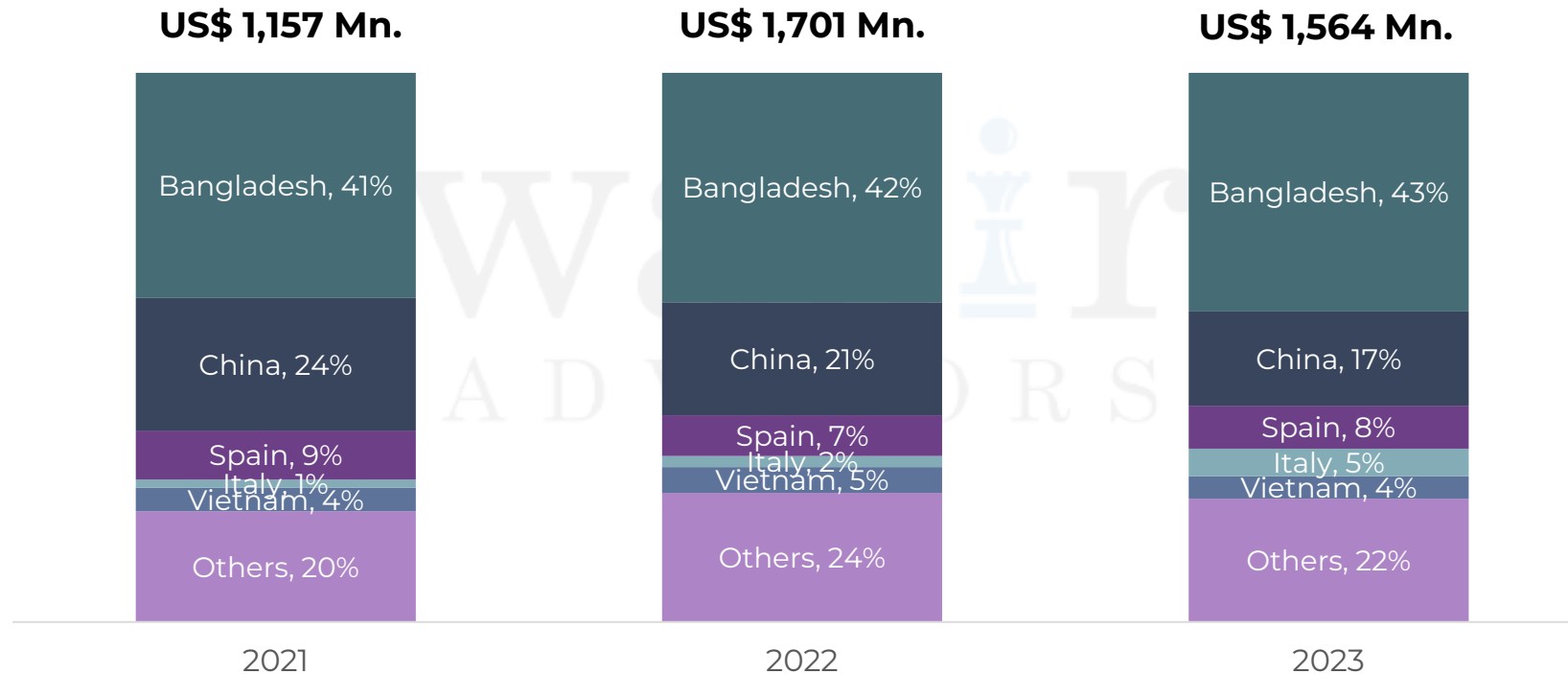
Year	Jan-Dec
2021	1,157
2022	1,701 (+4.7%)
2023	1,564 (-8%)



Data Source: DGCI&S

SHARE CHANGE OF MAJOR APPAREL SUPPLIERS

In the Indian apparel import basket, China's share has decreased by 7% since 2021, while that of Italy and Bangladesh has increased by 4% and 2%, respectively.



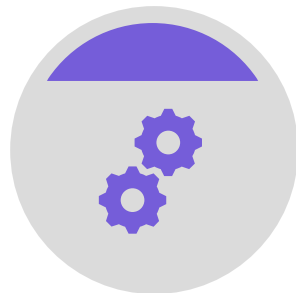
Data Source: DGCI&S

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- Location Analysis
- New Factory Set- up
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- Techno Commercial Due-Diligence



BUSINESS TRANSFORMATION

- Defining Business Strategy
- Cost Transformation
- Revenue Enhancement
- Preferred Supplier Program



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- Market Assessment
- Market Feasibility
- Market Entry Models
- Partner Screening and Shortlisting
- Partnership Structuring
- Implementation Support



TRANSACTION ADVISORY

- Due Diligence
- Deal Structuring
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- Financial Modelling
- Capital Raising

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