

APPAREL TRADE SCENARIO IN KEY GLOBAL MARKETS AND INDIA

JANUARY 2024



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EXECUTIVE SUMMARY

Apparel Imports Update in Key Markets

USA

- In November 2023, US apparel imports were US\$ 5.2 Bn. which is 17% lower than November 2022. On YTD basis, the imports were 21% lower than in 2022.
- In the US apparel market, share of China has decreased by 1% and that of Vietnam has increased by 2% since 2021.

EU

- EU apparel imports in November 2023 were US\$ 7.1 Bn. which is 1% lower than November 2022. On YTD basis, the imports were 5% lower than in 2022.
- In the EU apparel market, share of China has decreased by 3% while that of Bangladesh has increased by 2% since 2021.

UK

- UK apparel imports in November 2023 were US\$ 1.7 Bn. which is 23% lower than in November 2022. On YTD basis, the imports were 17% lower than in 2022.
- In the UK apparel market, share of China, Bangladesh, and India has increased by 1%, 6%, and 2%, respectively since 2021.

Japan

- In November 2023, Japan's apparel imports were US\$ 1.9 Bn. which is 10% lower than November 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 December 2023, US monthly apparel store sales are estimated to be US\$ 29.0 Bn. which is 9% more than in December 2022. On YTD basis, the sales in 2023 are 6% higher than in 2022.
- In December 2023, US monthly home furnishing store sales are estimated to be US\$ 4.9 Bn. which is 11% lower than in December 2022. On YTD basis, the sales are 6% lower than in 2022.
- In Q3 2023, US online sales of clothing and accessories registered a growth of 6% over Q3 2022.
- In December 2023, UK's monthly apparel store sales were £ 6.4 Bn. which is 2% lower than in December 2022. On YTD basis, the sales were 5% higher than in 2022.
- In Q3 2023, UK's online sales of clothing registered a growth of 18% over Q3 2022.

Indian Apparel Trade Update

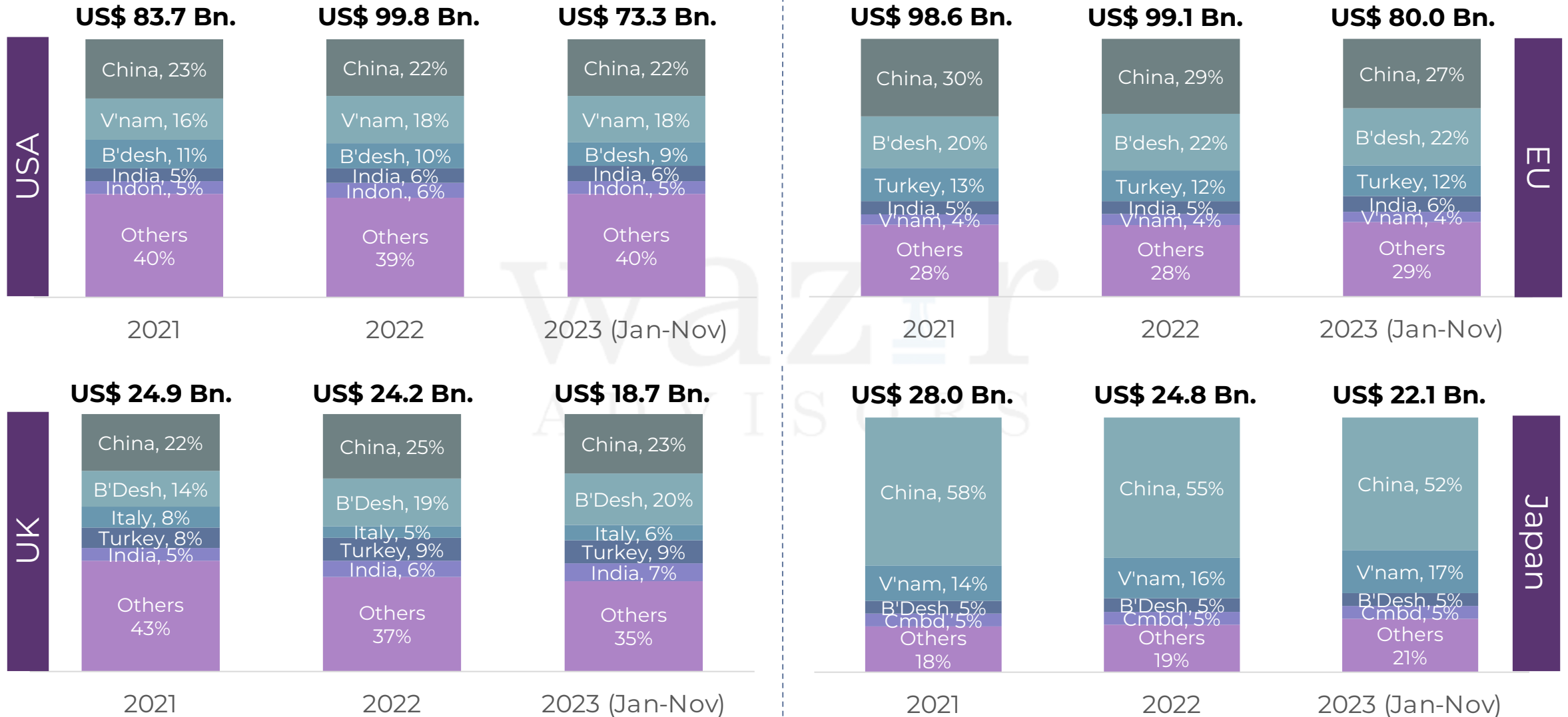
- In December 2023, India's apparel exports are estimated to be US\$ 1.3 Bn. which is 13% lower than in December 2022. On YTD basis, the exports are 13% lower than in 2022.
- In the Indian apparel export basket, UAE's share has decreased by 5% since 2021, while that of USA has increased by 1%.
- In November 2023, India's apparel imports were US\$ 118 Mn. which is 17% lower than in November 2022. On YTD basis, the imports are 7% 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 | YTD | 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 | 93.3 | 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 | | 73.3 | |
| | Change | -3% | -17% | -32% | -28% | -24% | -23% | -17% | -25% | -23% | -21% | -17% | | -21% | |
| EU | 2022 | 6.9 | 7.5 | 8.5 | 7.5 | 7.6 | 7.8 | 8.2 | 10.7 | 10.6 | 9.0 | 7.2 | 7.6 | 84.3 | 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 | | 80.0 | |
| | Change | 19% | -4% | -9% | -16% | -22% | -10% | -6% | -23% | -29% | -20% | -1% | | -5% | |
| 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 | 22.4 | 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 | | 18.7 | |
| | Change | -11% | -11% | -18% | -22% | -24% | 6% | -21% | -10% | -18% | -24% | -23% | | -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 | 23.0 | 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 | | 22.1 | |
| | Change | 5% | -6% | 10% | 6% | -17% | 0% | 0% | -14% | -4% | -8% | -10% | | -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 | 230.2 | 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 | | 194.1 | |
| | Change | 5% | -10% | -18% | -20% | -23% | -14% | -12% | -22% | -23% | -19% | -11% | | -16% | |

SHARE OF MAJOR SUPPLIERS IN KEY MARKETS



KEY TAKEAWAYS

USA

- In November 2023, US apparel imports were US\$ 5.2 Bn. which is 17% lower than November 2022. On YTD basis, the imports were 21% lower than in 2022.
- In the US apparel market, share of China has decreased by 1% and that of Vietnam has increased by 2% since 2021.

UK

- UK apparel imports in November 2023 were US\$ 1.7 Bn. which is 23% lower than in November 2022. On YTD basis, the imports were 17% lower than in 2022.
- In the UK apparel market, share of China, Bangladesh, and India has increased by 1%, 6%, and 2%, respectively since 2021.

EU

- EU apparel imports in November 2023 were US\$ 7.1 Bn. which is 1% lower than November 2022. On YTD basis, the imports were 5% lower than in 2022.
- In the EU apparel market, share of China has decreased by 3% while that of Bangladesh has increased by 2% since 2021.

JAPAN

- In November 2023, Japan's apparel imports were US\$ 1.9 Bn. which is 10% lower than November 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.

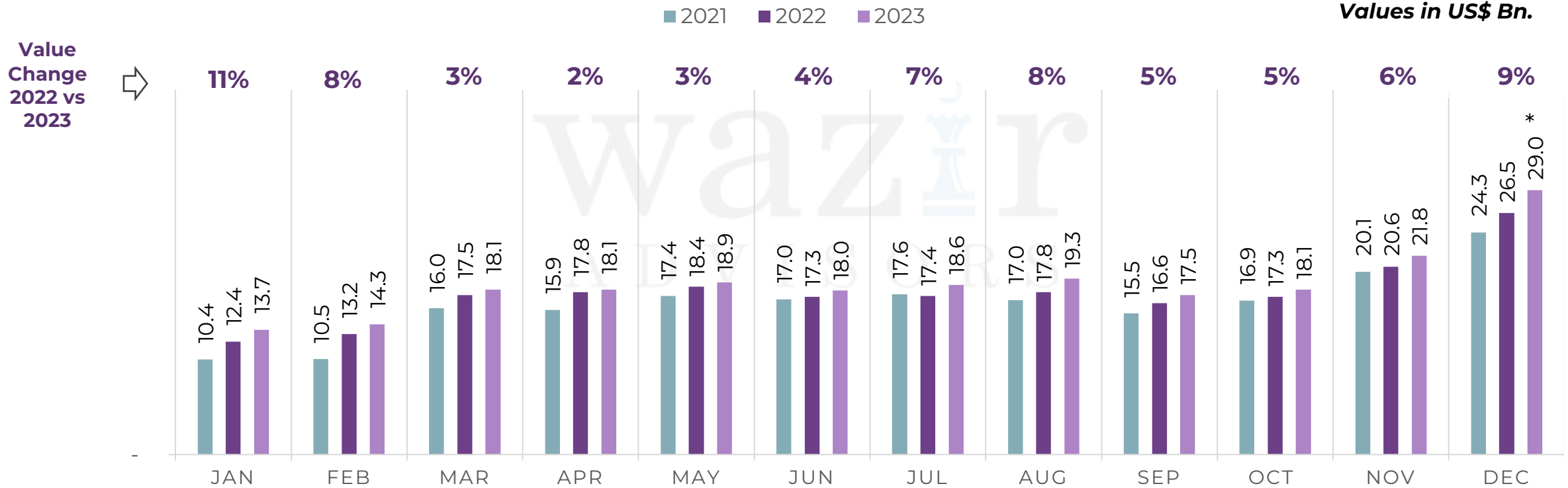
RETAIL SALES UPDATE IN KEY MARKETS



US APPAREL STORE SALES TREND

In December 2023, US monthly apparel store sales are estimated to be US\$ 29.0 Bn. which is 9% more than in December 2022. On YTD basis, the sales in 2023 are 6% higher than in 2022.

| Year | Jan-Dec |
|------|-------------|
| 2021 | 198.5 |
| 2022 | 212.8 (+7%) |
| 2023 | 225.4 (+6%) |

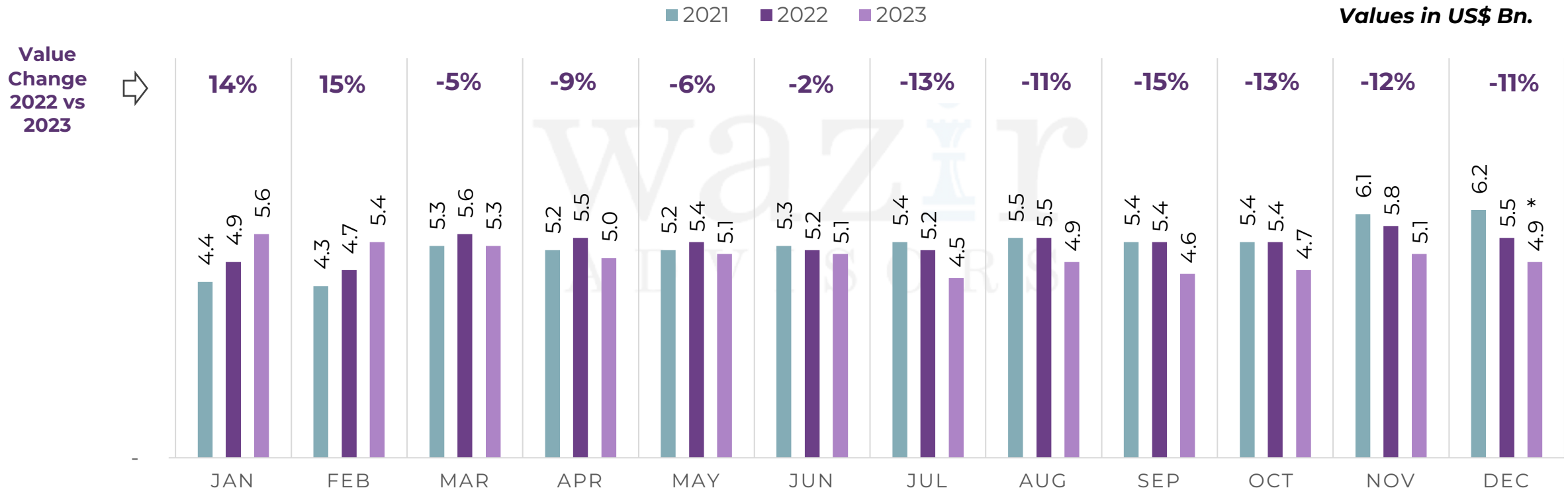


Data Source: US Census Bureau; *Estimated

US HOME FURNISHINGS STORE SALES TREND

In December 2023, US monthly home furnishing store sales are estimated to be US\$ 4.9 Bn. which is 11% lower than in December 2022. On YTD basis, the sales are 6% lower than in 2022.

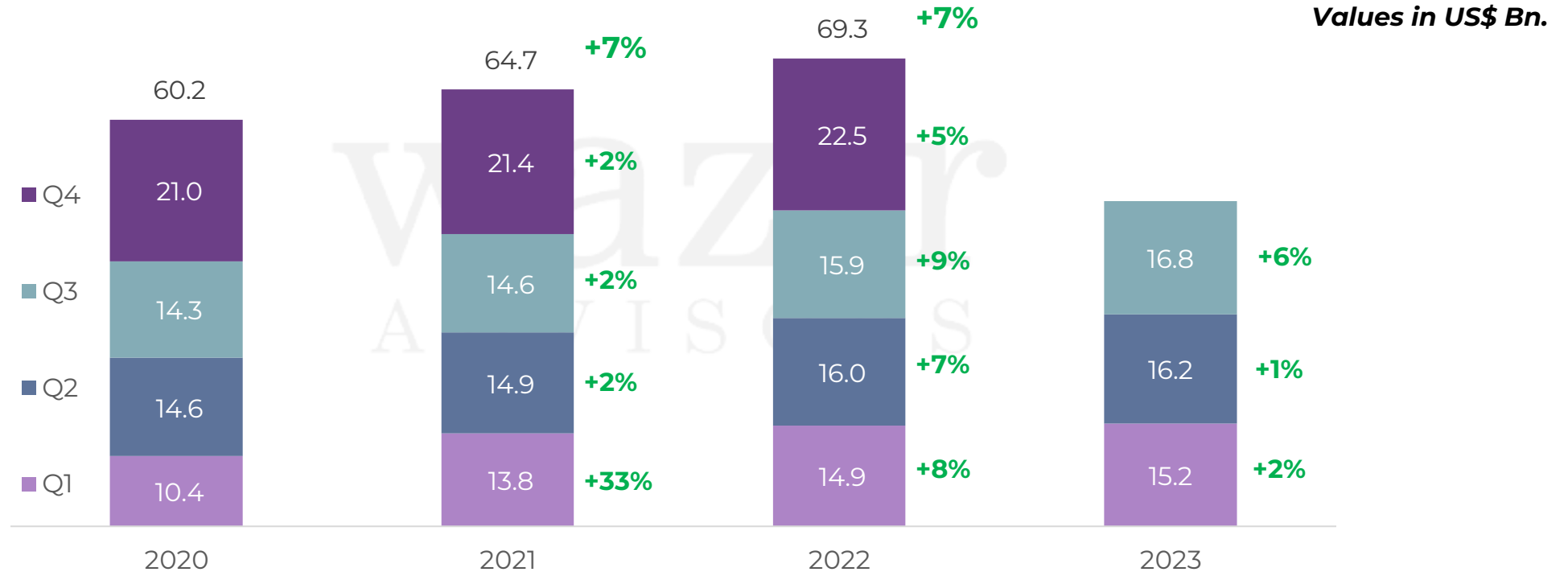
| Year | Jan-Dec |
|------|------------|
| 2021 | 63.7 |
| 2022 | 64.1 (+1%) |
| 2023 | 60.2 (-6%) |



Data Source: US Census Bureau; *Estimated

US CLOTHING AND ACCESSORIES E-COMMERCE SALES

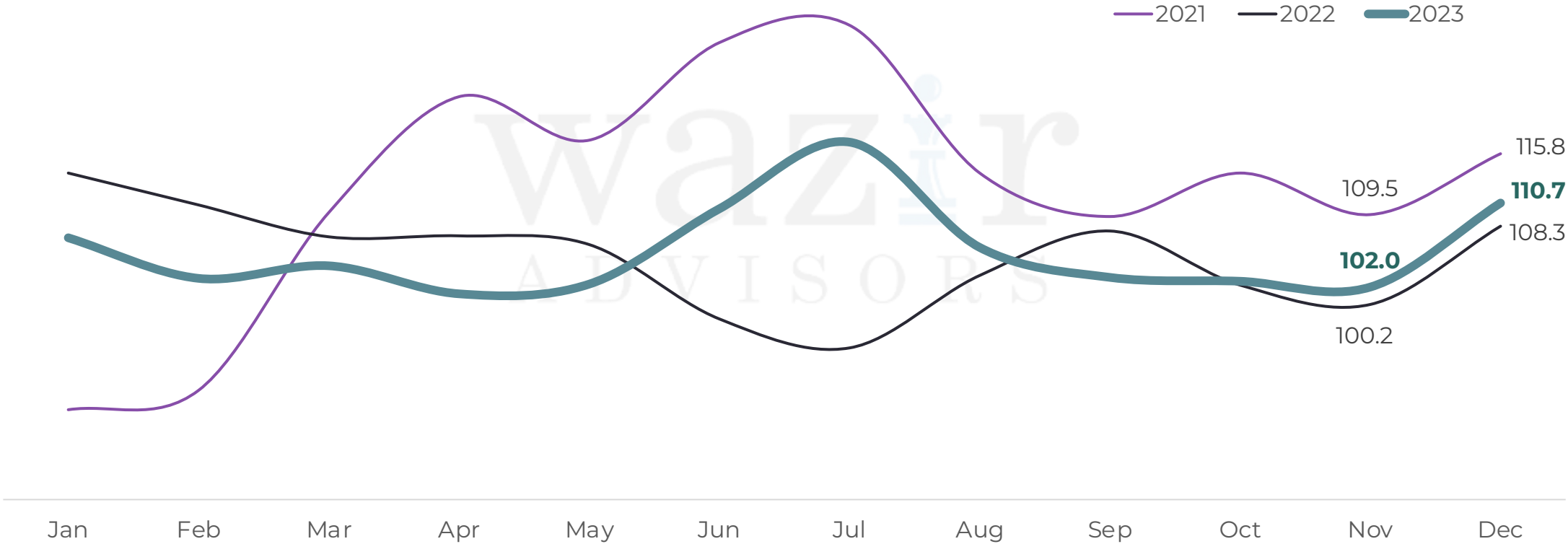
In Q3 2023, US online sales of clothing and accessories registered a growth of 6% over Q3 2022.



Data Source: US Census Bureau

US CONSUMER CONFIDENCE INDEX

In December 2023, US Consumer Confidence Index has increased to 110.7 from 102.0 last month. It is marginally higher than December 2022.

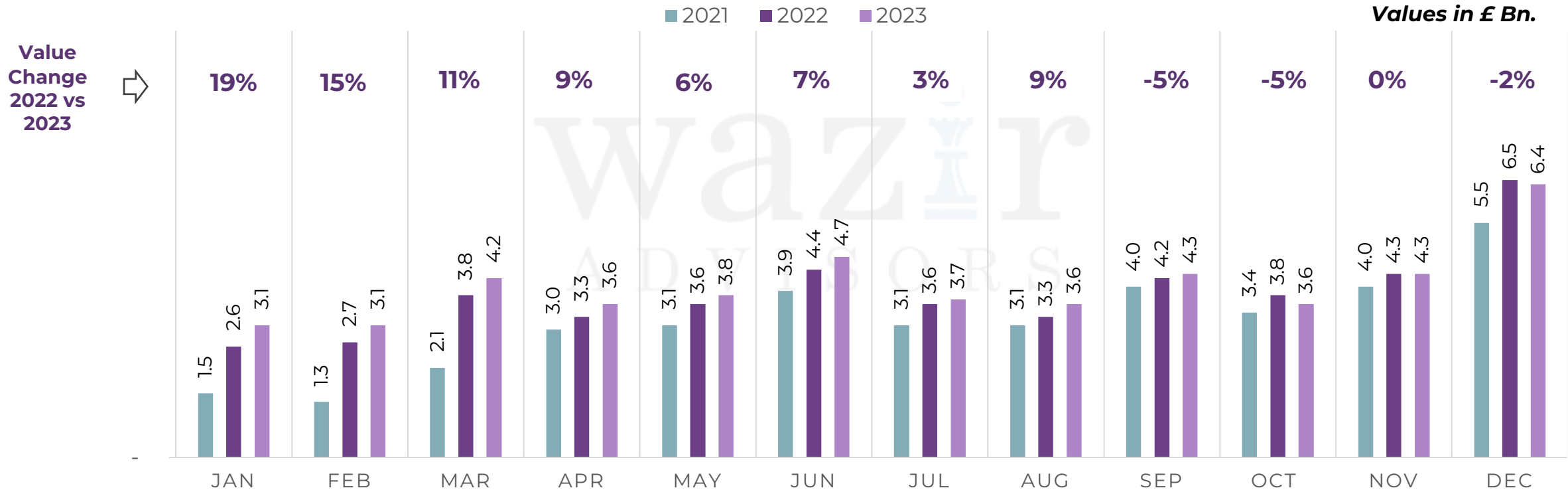


Data Source: The Conference Board

UK APPAREL STORE SALES TREND

In December 2023, UK's monthly apparel store sales were £ 6.4 Bn. which is 2% lower than in December 2022. On YTD basis, the sales were 5% higher than in 2022.

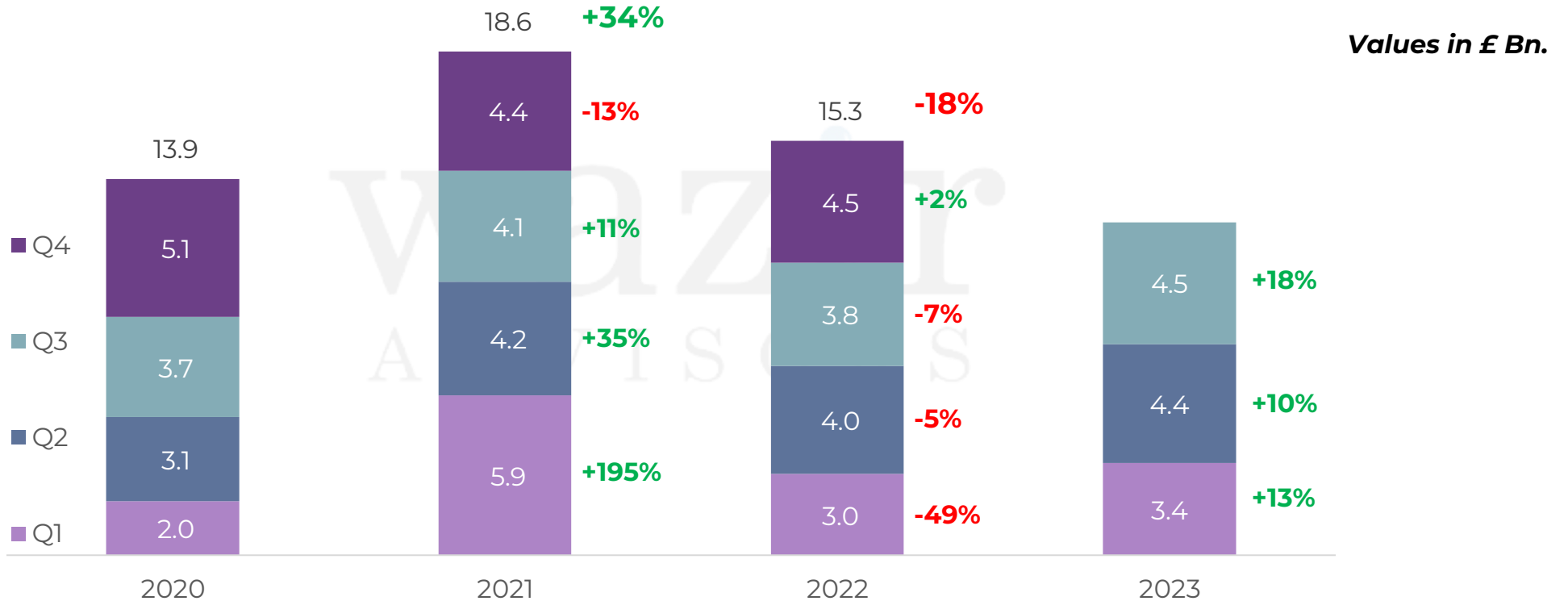
| Year | Jan-Dec |
|------|-------------|
| 2021 | 38.0 |
| 2022 | 46.1 (+21%) |
| 2023 | 48.4 (+5%) |



Data Source: Office of National Statistics, UK

UK CLOTHING E-COMMERCE SALES

In Q3 2023, UK's online sales of clothing registered a growth of 18% over Q3 2022.



Data Source: Office of National Statistics, UK

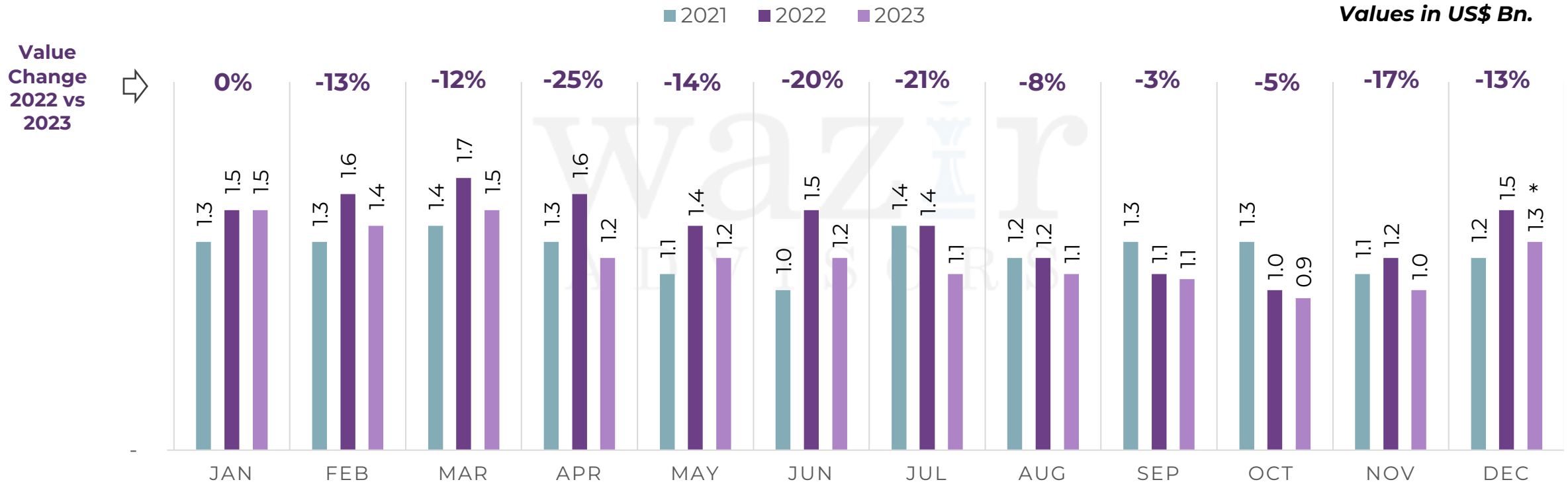
INDIAN APPAREL TRADE UPDATE



MONTHLY APPAREL EXPORTS TREND

In December 2023, India's apparel exports are estimated to be US\$ 1.3 Bn. which is 13% lower than in December 2022. On YTD basis, the exports are 13% lower than in 2022.

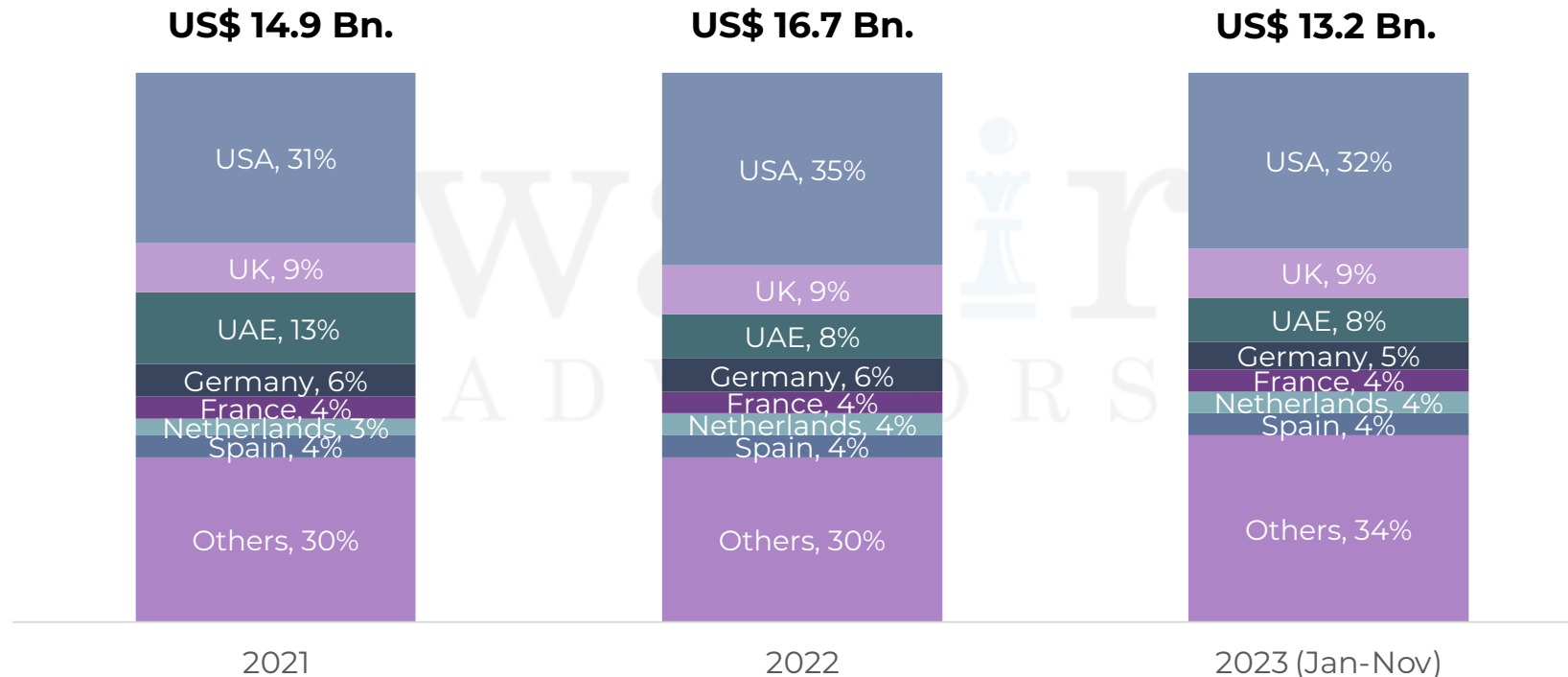
| Year | Jan-Dec |
|------|-------------|
| 2021 | 14.9 |
| 2022 | 16.7 (+12%) |
| 2023 | 14.5 (-13%) |



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%.

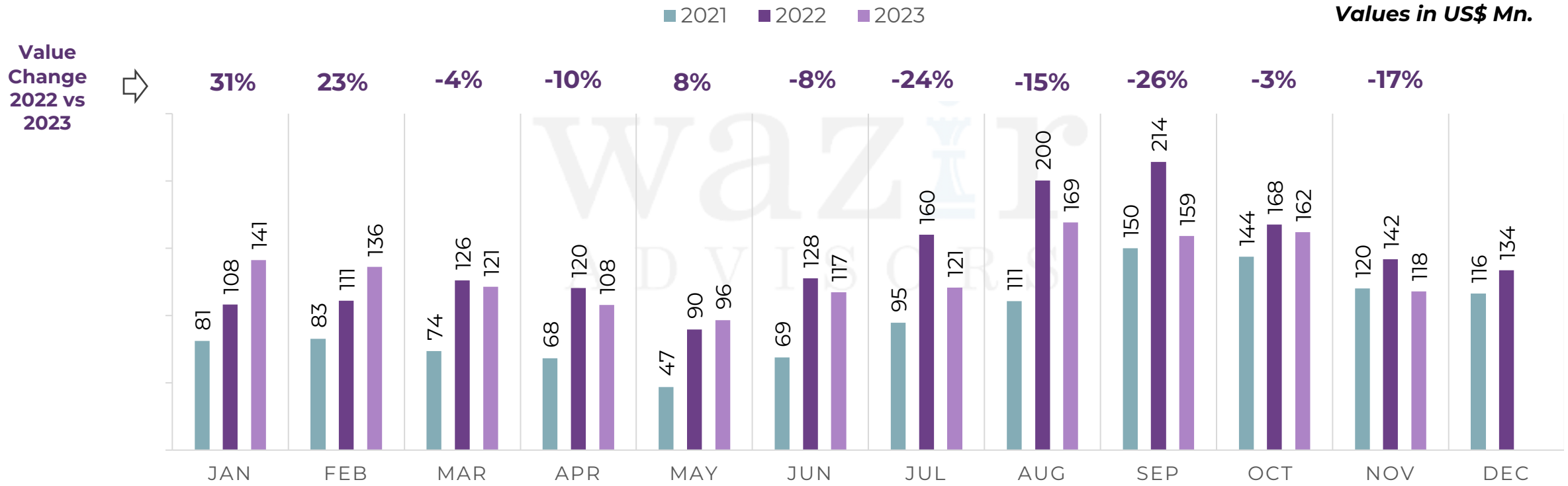


Data Source: DGCI&S

MONTHLY APPAREL IMPORTS TREND

In November 2023, India's apparel imports were US\$ 118 Mn. which is 17% lower than in November 2022. On YTD basis, the imports are 7% lower than in 2022.

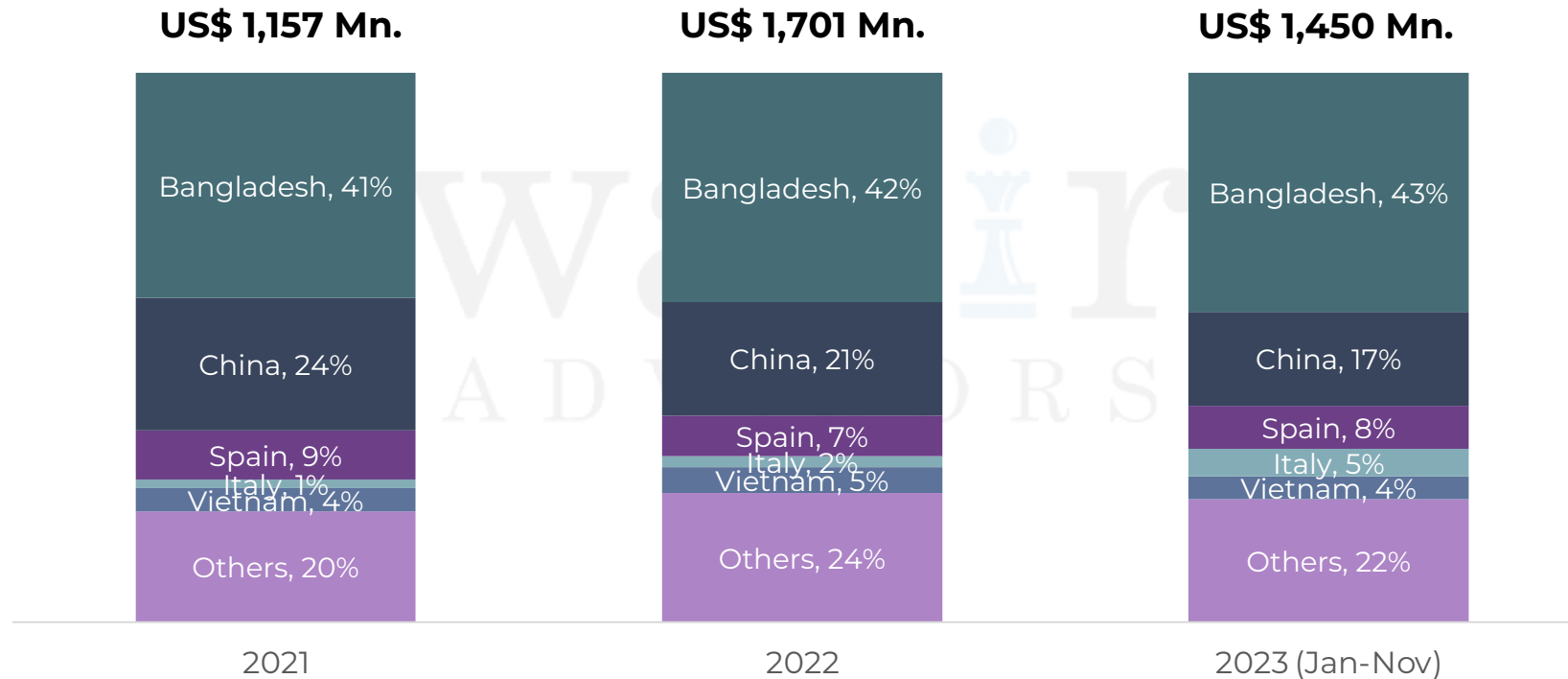
| Year | Jan-Nov | Jan-Dec |
|------|--------------|--------------|
| 2021 | 1,041 | 1,157 |
| 2022 | 1,567 (+50%) | 1,701 (+47%) |
| 2023 | 1,450 (-7%) | |



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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STRATEGY & IMPLEMENTATION

- Corporate Strategy
- Market Opportunity Assessment
- Location Analysis
- New Factory Set- up
- Operations re-engineering
- Techno Commercial Due-Diligence



BUSINESS TRANSFORMATION

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



CROSS BORDER ALLIANCES

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



TRANSACTION ADVISORY

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

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