

The background features a repeating pattern of intricate mandala designs. The pattern is split vertically: the left side is a teal color, and the right side is a light yellow color. The mandalas consist of various floral and geometric motifs, including large multi-petaled flowers, smaller circular designs, and scalloped borders.

wazir  
ADVISORS



# Apparel Trade Scenario in Key Global Markets and India

February 2022



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# Summary

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- **US Market**

- US apparel store sales increased significantly in 2021, clocking 50% growth over 2020 and 5% over 2019. In Jan 2022, the estimated sales are US\$ 19.6 billion which is 85% higher than Jan 2021.
- The online sales of clothing and accessories in 2021 stood at US\$ 62 bn., which is 5% higher than 2020. In last four years, it has grown at a CAGR of >13%
- Home furnishing store sales in 2021 were US\$ 66 bn., a growth of 28% over 2020. In Jan. 2022, the sales were 20% higher than in Jan 2021.
- In the year 2021, imports registered 32% growth over 2020 value but still remained 1% lower than 2019.
- China's share in the US market has reduced by 7% since 2019, whereas Bangladesh's shares has gone up by 4%. Vietnam, India & Indonesia's shares have remained unchanged since 2019.

- **EU Market**

- EU apparel imports in 2021 registered 6% growth over 2020 values but remained about 5% lower than in 2019.
- In the EU apparel market, China, Bangladesh and Turkey's shares have increased by 1%, 1% and 2%, respectively since

- **Japan Market**

- Japan's apparel imports in 2021 remained 1% lower than 2020 and about 8% lower than 2019.
- In In Japan's apparel imports, China, Bangladesh and Cambodia's share increased by 1% each, whereas that of Vietnam and Indonesia declined by 1% compared to 2019.

- **Indian Exports**

- In 2021, India's apparel exports were 22% higher than 2020 but 4% lower than 2019. In Jan 2022, the exports were 19% higher than Jan 2021
- In India's apparel export basket, US and UAE's share has increased by 3% each compared to 2019.



# US Market Scenario



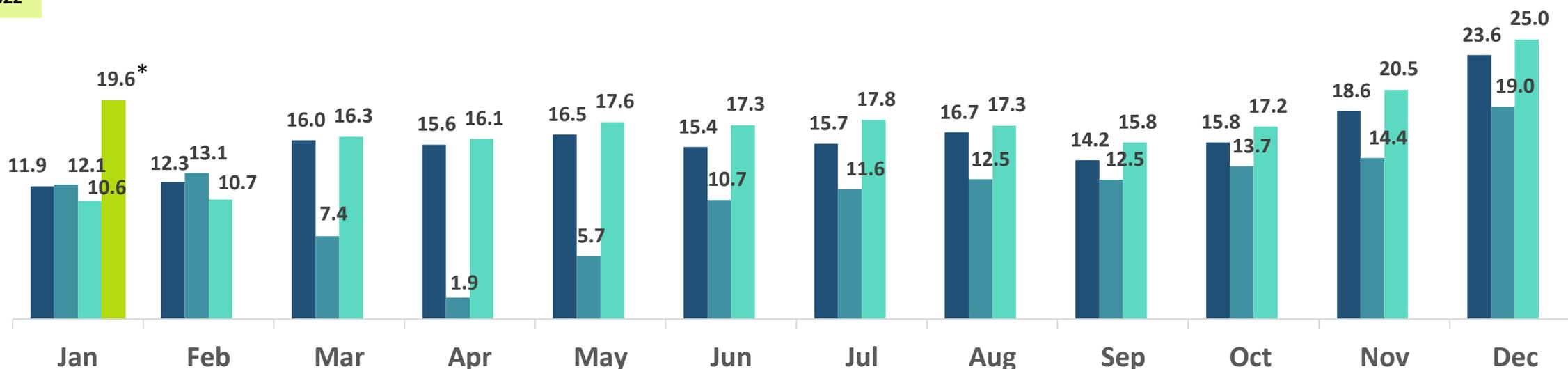
# Monthly Apparel Store Sales Trend

■ 2019 ■ 2020 ■ 2021 ■ 2022

	Jan	Jan to Dec
2019	11.9	192.3
2020	12.1 (2%)	134.5 (-30%)
2021	10.6 (-12%)	202.0 (+50%)
2022	19.6 (+85%)	-

Values in US\$ bn.

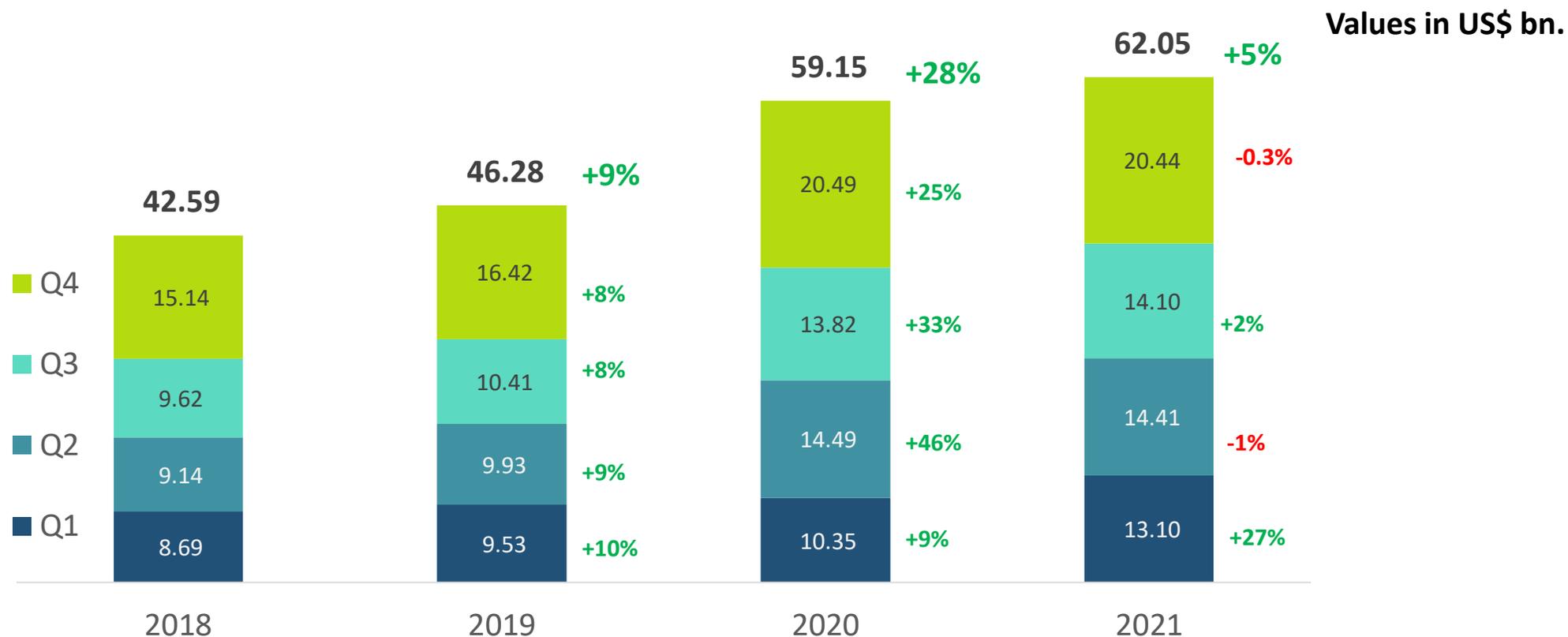
Value Change 2021 vs 2022 **85%**



Data Source: US Census Bureau; \* Estimated

US apparel store sales increased significantly in 2021, clocking 50% growth over 2020 and 5% over 2019. In Jan 2022, the estimated sales are US\$ 19.6 billion which is 85% higher than Jan 2021.

# Quarterly Clothing and Accessories E-Commerce Sales



Data Source: US Census Bureau

The online sales of clothing and accessories in 2021 stood at US\$ 62 bn., which is 5% higher than 2020. In last four years, it has grown at a CAGR of >13%

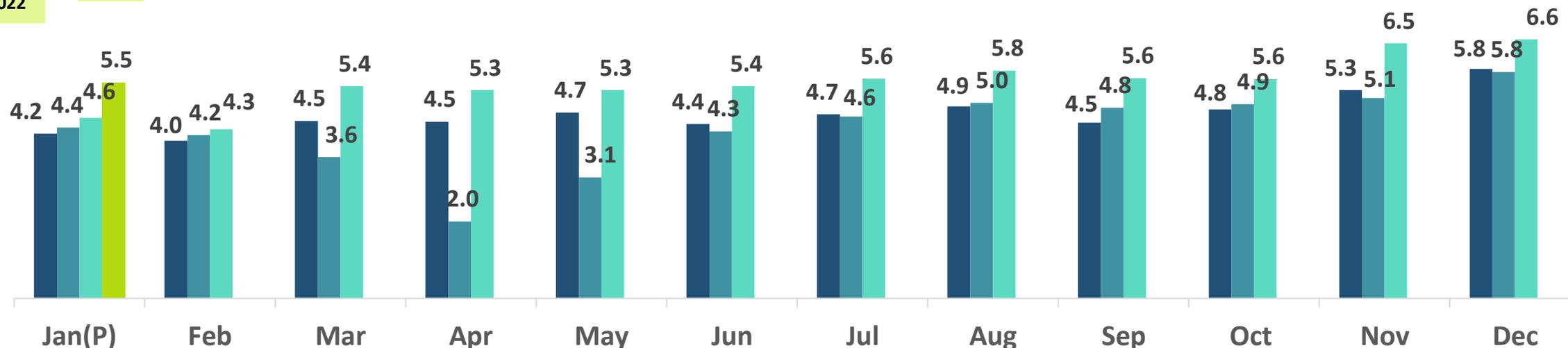
# Monthly Home Furnishings Store Sales Trend

■ 2019 ■ 2020 ■ 2021 ■ 2022

	Jan	Jan to Dec
2019	4.2	56.4
2020	4.4 (+5%)	51.7 (-9%)
2021	4.6 (+5%)	66.0 (+28%)
2022	5.5 (+20%)	

Values in US\$ bn.

Value Change  
2021 vs 2022  
20%



Data Source: US Census Bureau

Home furnishing store sales in 2021 were US\$ 66 bn., a growth of 28% over 2020. In Jan. 2022, the sales were 20% higher than in Jan 2021.

# US Monthly Apparel Imports Trend

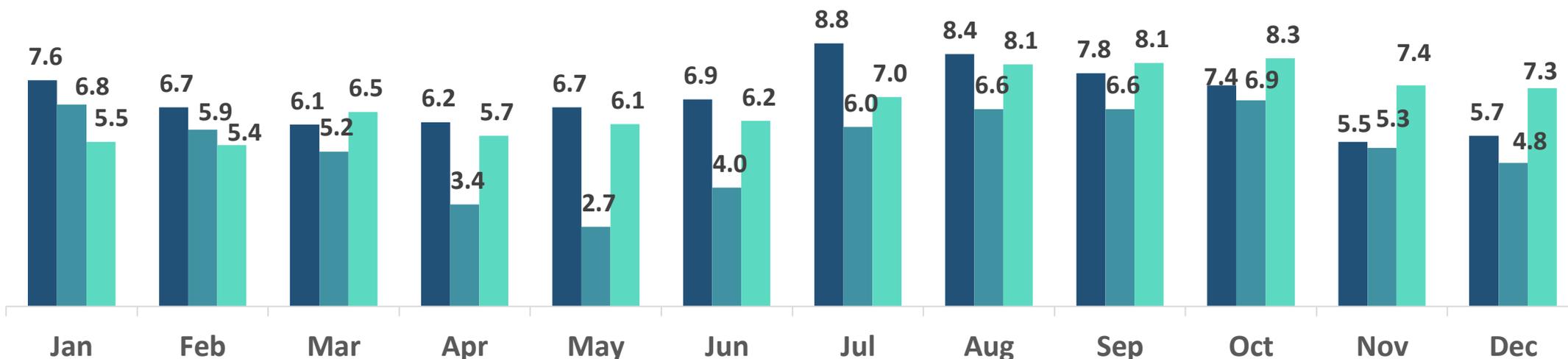
Values in US\$ bn.

	Jan to Dec
2019	83.7
2020	64.1 (-23%)
2021	81.6 (+27%)

■ 2019 ■ 2020 ■ 2021

Value Change  
2020 vs 2021

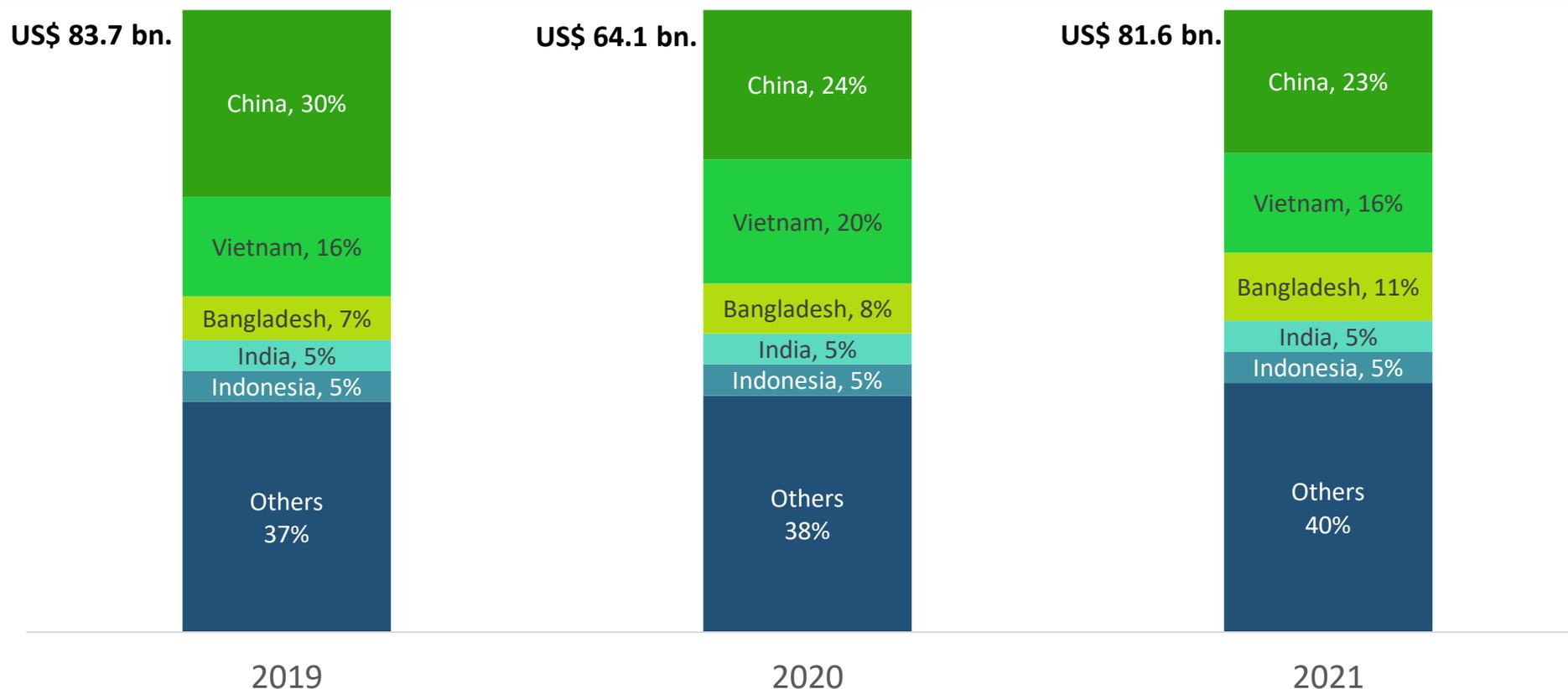
-19%   -9%   25%   67%   129%   56%   17%   23%   23%   20%   40%   52%



Data Source: The Office of Textiles and Apparel (OTEXA), USA

**In the year 2021, imports registered 32% growth over 2020 value but still remained 1% lower than 2019.**

# Share Change of Major Apparel Suppliers



Data Source: The Office of Textiles and Apparel (OTEXA), USA

**China's share in the US market has reduced by 7% since 2019, whereas Bangladesh's shares has gone up by 4%. Vietnam, India & Indonesia's shares have remained unchanged since 2019.**



# EU Market Scenario



# EU Monthly Apparel Imports Update

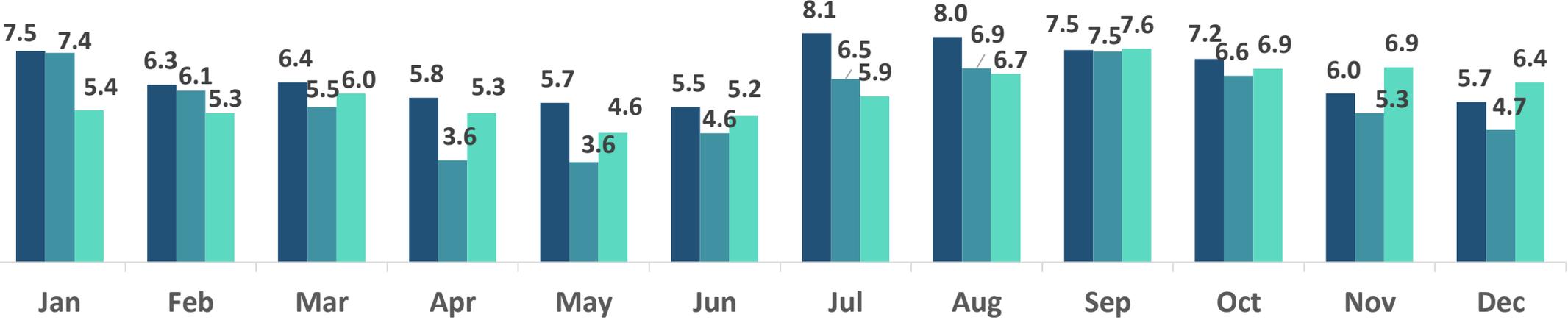
Values in € bn.

■ 2019 ■ 2020 ■ 2021

	Jan to Dec
2019	79.9
2020	68.4 (-14%)
2021	72.2 (+5.6%)

Value Change  
2020 vs 2021

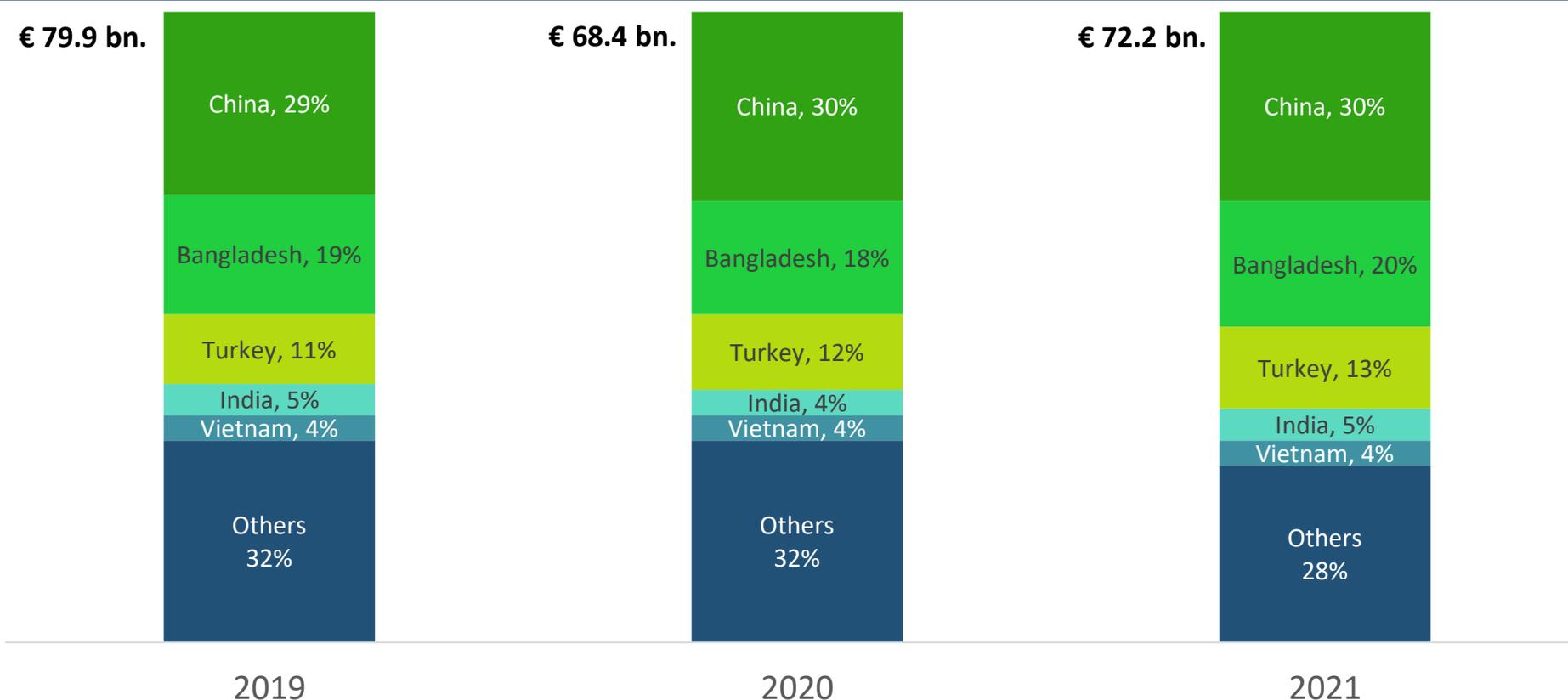
-29% -13% 9% 47% 26% 13% -13% -3% 2% 4% 31% 36%



Data Source: Eurostat; Extra EU-27 Imports Data

EU apparel imports in 2021 registered 6% growth over 2020 values but remained about 5% lower than in 2019.

# Share Change of Major Apparel Suppliers



Data Source: Eurostat; Extra EU-27 Imports Data

**In the EU apparel market, China, Bangladesh and Turkey's shares have increased by 1%, 1% and 2%, respectively since 2019.**

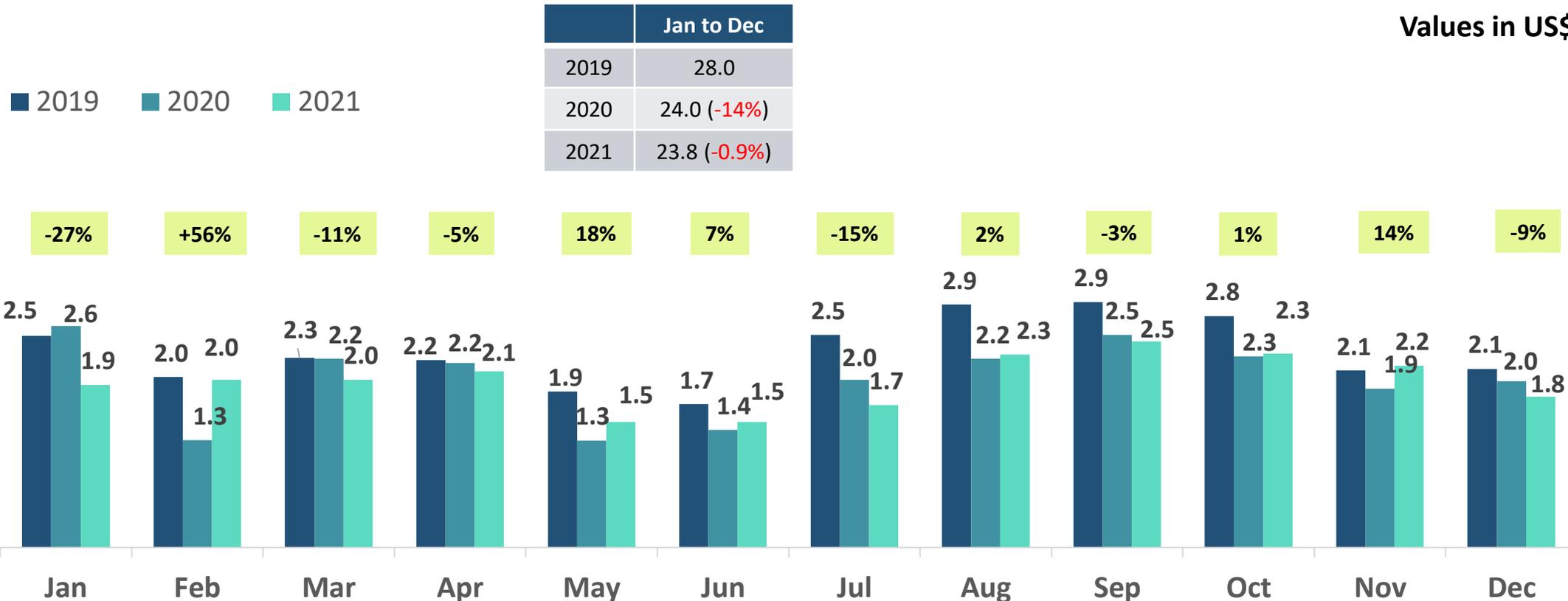


# Japan Market Scenario



# Japan Monthly Apparel Imports Update

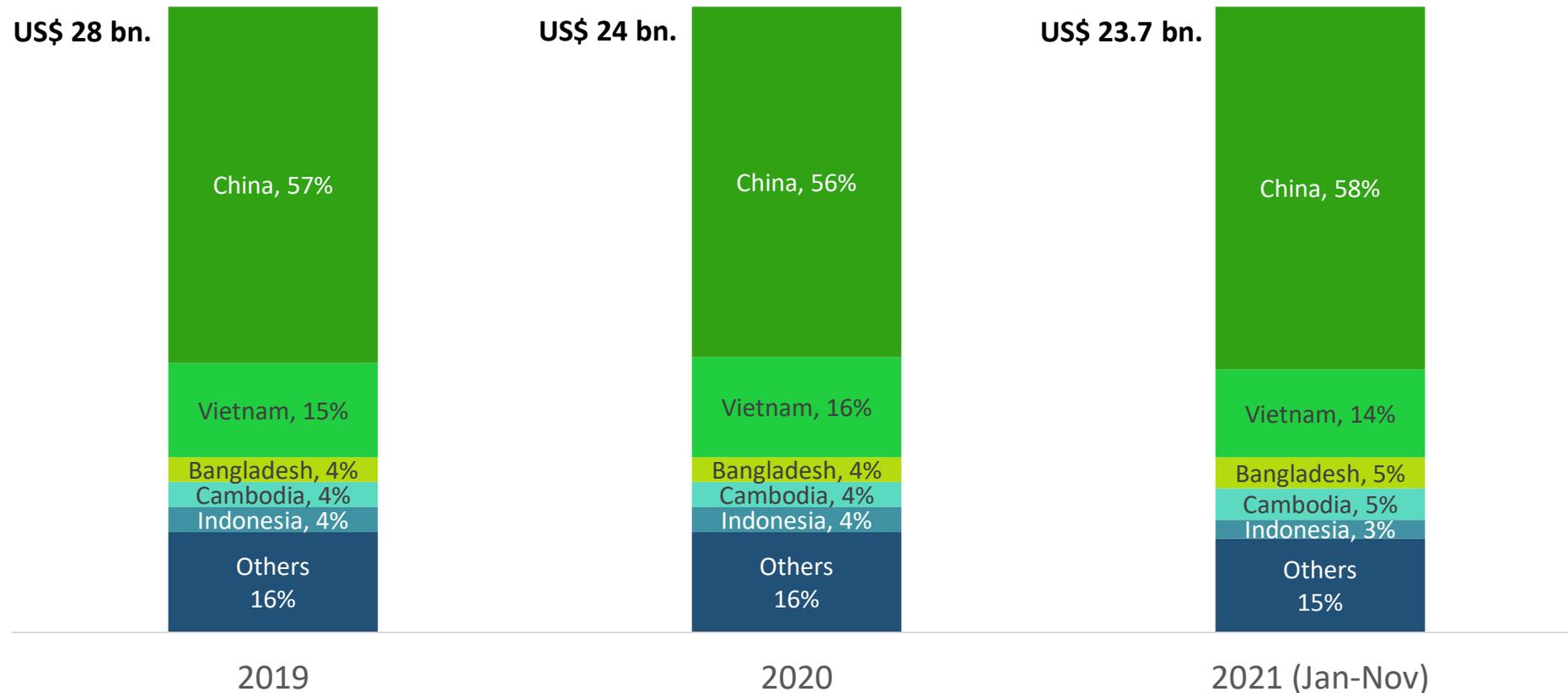
Values in US\$ bn.



Data Source: UN Comtrade

Japan's apparel imports in 2021 remained 1% lower than 2020 and about 8% lower than 2019.

# Share Change of Major Apparel Suppliers



Data Source: UN Comtrade

**In Japan's apparel imports, China, Bangladesh and Cambodia's share increased by 1% each, whereas that of Vietnam and Indonesia declined by 1% compared to 2019.**



# Indian Exports Update



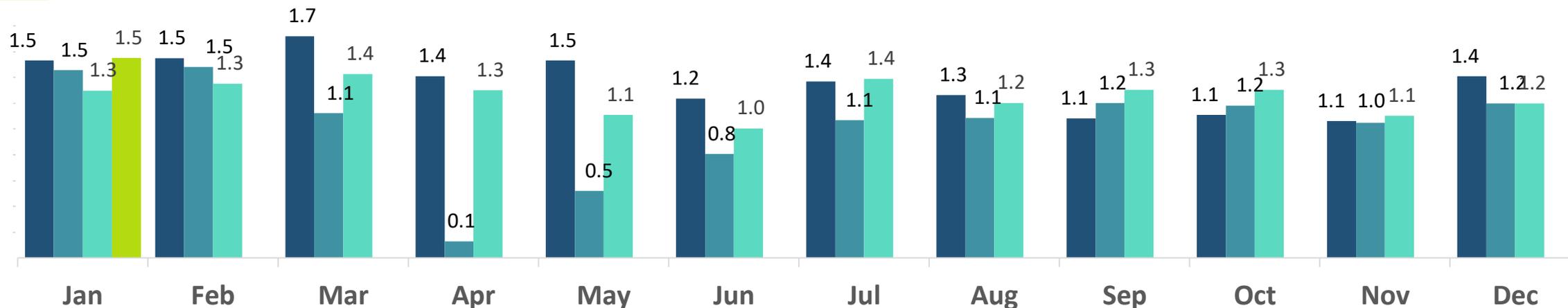
# Monthly Apparel Exports Trend

Values in US\$ bn.

■ 2019 ■ 2020 ■ 2021 ■ 2022

	Jan	Jan to Dec
2019	1.5	16.2
2020	1.5 (-5%)	12.3 (-24%)
2021	1.3 (-11%)	15.0 (+22%)
2022	1.5 (+19%)	-

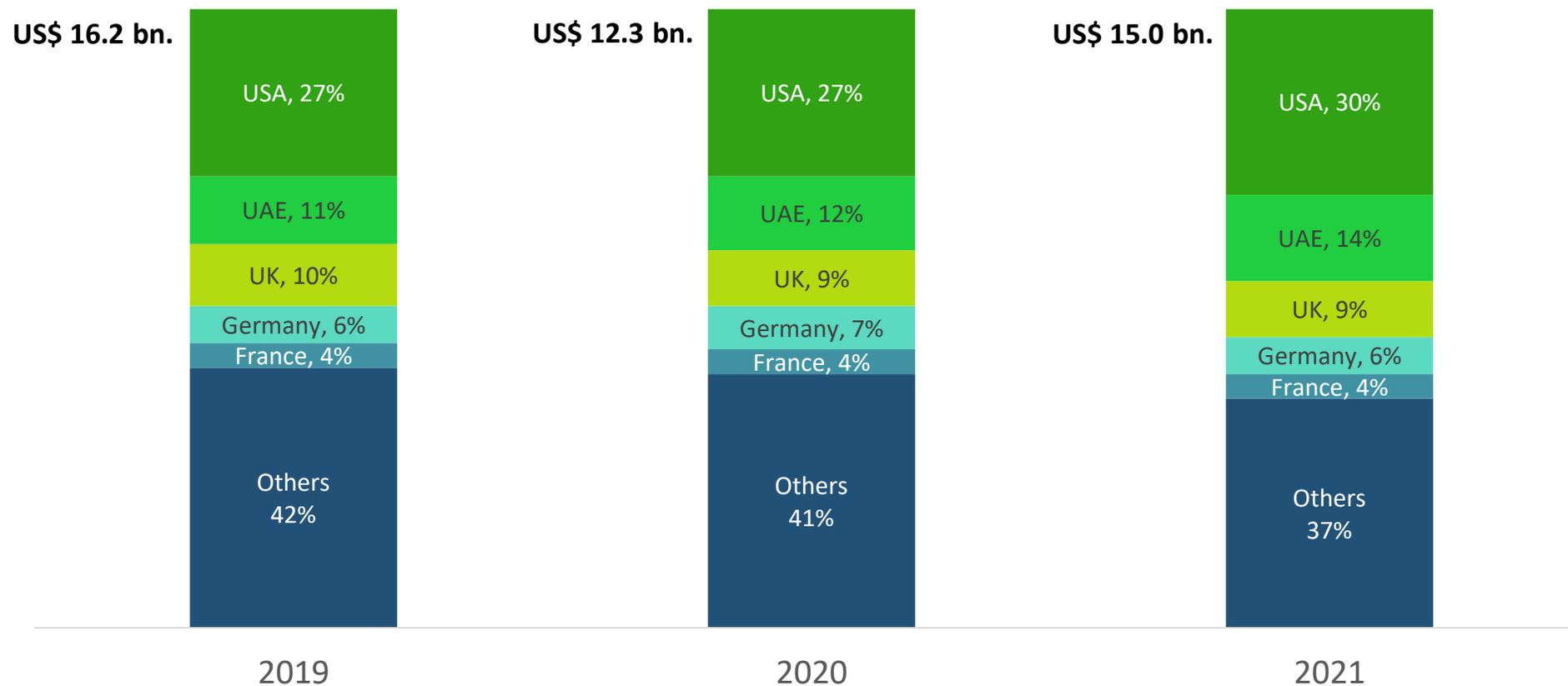
Value Change  
2021 vs 2022  
**19%**



Data Source: DGCI&S, Govt. of India

**In 2021, India's apparel exports were 22% higher than 2020 but 4% lower than 2019. In Jan 2022, the exports were 19% higher than Jan 2021**

# Share Change of Major Apparel Markets



Data Source: DGCI&S, Govt. of India

**In India's apparel export basket, US and UAE's share has increased by 3% each compared to 2019.**

# Wazir Advisors: Your Trusted Advisor in Textile and Apparel Domain

## Our Services

### Research and Strategy

- Corporate Strategy
- Market Research
- Entry Strategy
- Market Opportunity Assessment
- Impact Assessment Study
- Location Analysis
- Country/region Representation

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- New Factory Set- up
- Operations re-engineering
- Gap study and benchmarking
- Techno Commercial Due-Diligence
- Detailed Project Report (DPR)

### Partnerships

- Joint Ventures
- M&As
- Technical Tie-ups
- Transaction Advisory

### Skill Development

- Training of machine operators
- Training of middle management

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