

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 mandala motifs include floral shapes, geometric patterns, and circular designs with dots, all rendered in a subtle, line-art style.

wazir  
ADVISORS



# Apparel Trade Scenario in Key Global Markets and India

April 2022



# Contents

---

- Summary
- US Market Scenario
  - Monthly Apparel and Home Furnishings Store Sales Trend
  - Quarterly Clothing and Accessories E-Commerce Sales
  - Monthly Apparel Imports Trend
  - Share Change of Major Apparel Suppliers
- EU Market Scenario
  - Monthly Apparel Imports Update
  - Share Change of Major Apparel Suppliers
- Japan Market Scenario
  - Monthly Apparel Imports Update
  - Share Change of Major Apparel Suppliers
- Indian Exports Update
  - Monthly Apparel Exports
  - Share Change of Major Apparel Markets

# Summary

---

- **US Market**

- US monthly apparel store sales in Mar 2022 are estimated to be US\$ 17 bn., which is 4% higher than Mar 2021. On YTD bases the sales are 15% higher than 2021.
- Online sales of clothing and accessories in 2021 stood at US\$ 62 bn., which is 5% higher than 2020. In last four years, online sales have grown at a CAGR of >13%.
- In Mar 2022, the home furnishing store sales were estimated to be US\$ 5.9 bn., which is 9% higher than in Mar 2021. On YTD basis the sales are 12% higher than 2021.
- In Feb 2022, US apparel imports stood at US\$ 7.5 billion which is 39% higher than in Feb 2021. On YTD basis, the imports are 38% higher than 2021.
- China's share in the US market has reduced by 6% since 2019, whereas Vietnam's and Bangladesh's shares has gone up by 2% and 3%, respectively. India & Indonesia's shares have increased by approx. 1% since 2019.

- **EU Market**

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

- **Japan Market**

- In Feb 2022, Japan's apparel imports stood at US\$ 1.7 billion which is 15% lower than in Feb 2021. On YTD basis, imports are 3.6% lower than 2021.
- In Japan's apparel imports, Bangladesh's and Cambodia's share increased by 2% and 1%, respectively whereas that of Vietnam declined by 1% compared to 2019.

- **Indian Exports**

- In Mar 2022, the exports showed no growth as compared to Mar 2021. On YTD basis the exports are 12% higher than 2021.
- In India's apparel export basket, USA's share has increased by 7% whereas UAE's and UK's share has declined by 3% and 1%, respectively since 2019.



# US Market Scenario



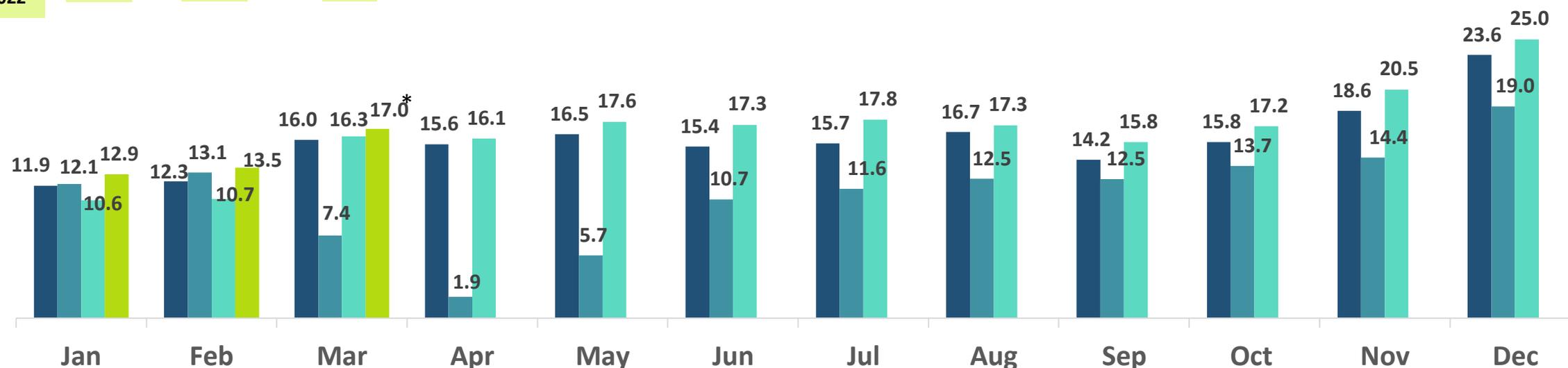
# Monthly Apparel Store Sales Trend

Values in US\$ bn.

■ 2019 ■ 2020 ■ 2021 ■ 2022

	Jan to Mar	Jan to Dec
2019	40.2	192.3
2020	32.6 (-19%)	134.5 (-30%)
2021	37.6 (15%)	202.0 (+50%)
2022	43.4 (15%)	-

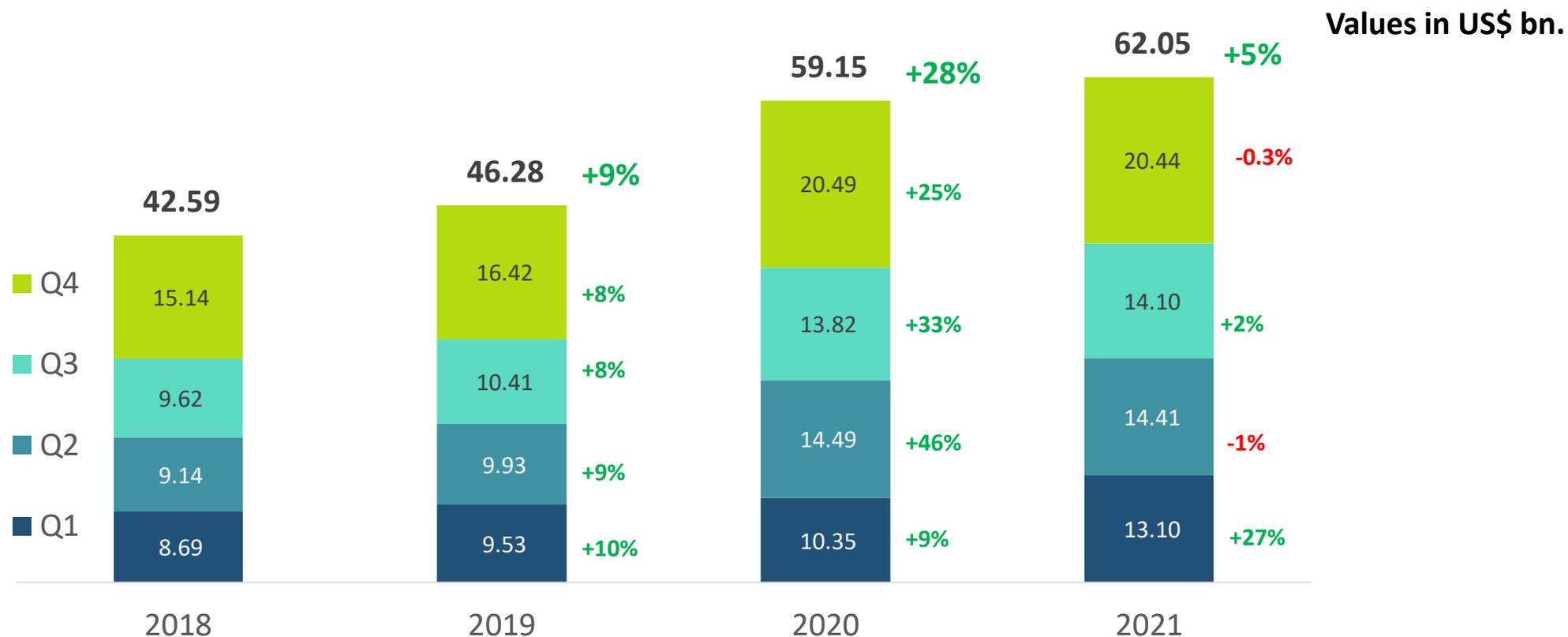
Value Change 2021 vs 2022  
 22%      26%      4%



Data Source: US Census Bureau; \* Estimated

**US monthly apparel store sales in Mar 2022 are estimated to be US\$ 17 bn., which is 4% higher than Mar 2021. On YTD bases the sales are 15% higher than 2021.**

# Quarterly Clothing and Accessories E-Commerce Sales



Data Source: US Census Bureau

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

# Monthly Home Furnishings Store Sales Trend

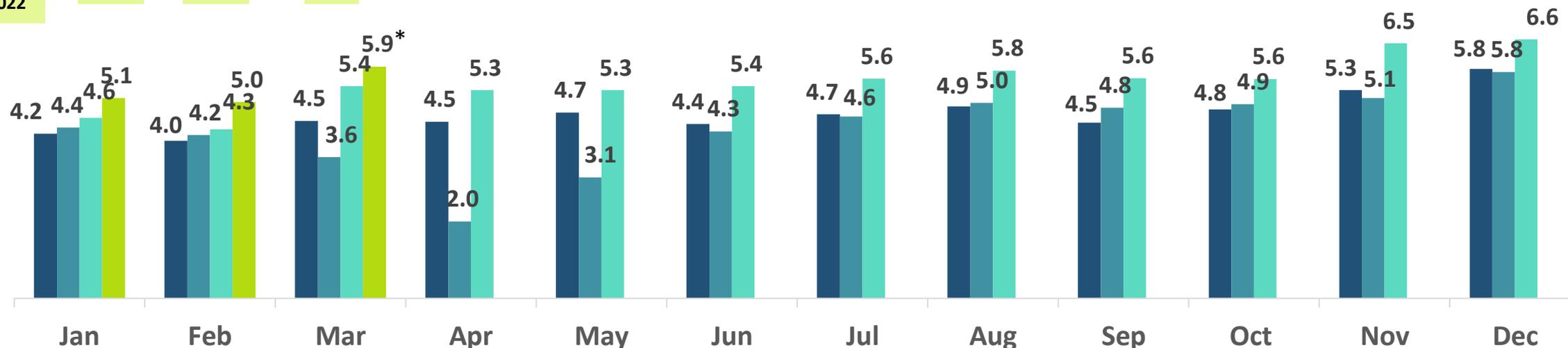
	Jan to Mar	Jan to Dec
2019	12.7	56.4
2020	12.1 (-5%)	51.7 (-9%)
2021	14.3 (+18%)	66.0 (+28%)
2022	16.0 (+12%)	

Values in US\$ bn.

■ 2019 ■ 2020 ■ 2021 ■ 2022

Value Change  
2021 vs 2022

11% 16% 9%

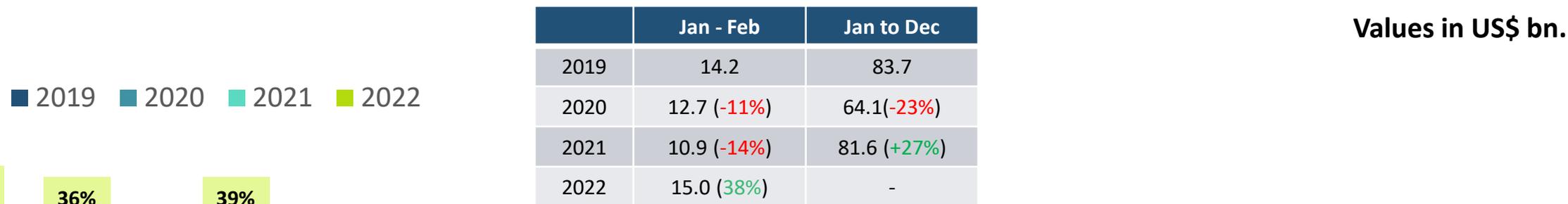


Data Source: US Census Bureau

\*Estimated

In Mar 2022, the home furnishing store sales were estimated to be US\$ 5.9 bn., which is 9% higher than in Mar 2021. On YTD basis the sales are 12% higher than 2021.

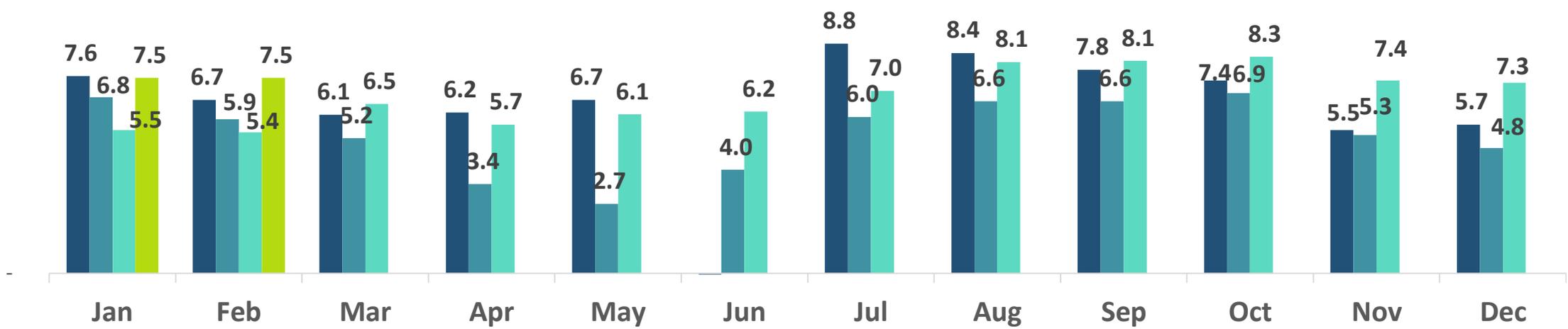
# US Monthly Apparel Imports Trend



Value Change 2021 vs 2022

36%

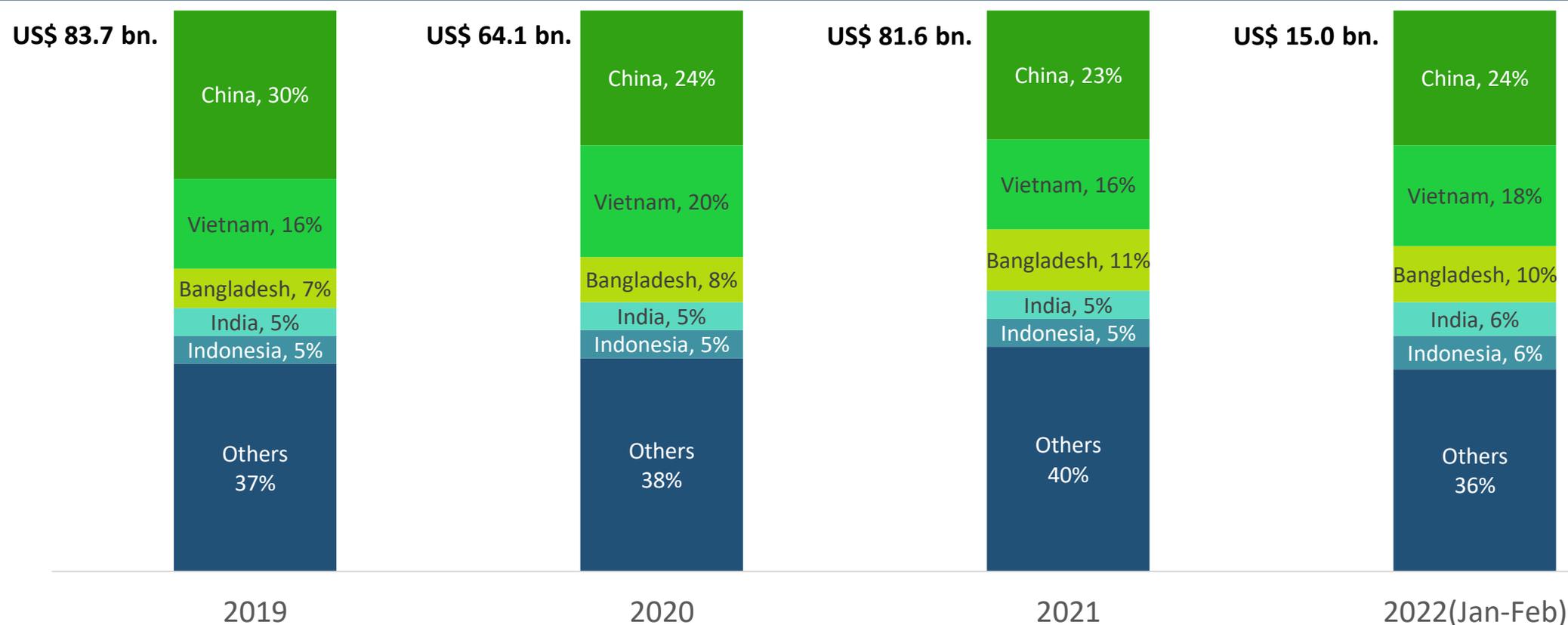
39%



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

**In Feb 2022, US apparel imports stood at US\$ 7.5 billion which is 39% higher than in Feb 2021. On YTD basis, the imports are 38% higher than 2021.**

# 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 6% since 2019, whereas Vietnam's and Bangladesh's shares has gone up by 2% and 3%, respectively. India & Indonesia's shares have increased by approx. 1% since 2019.**

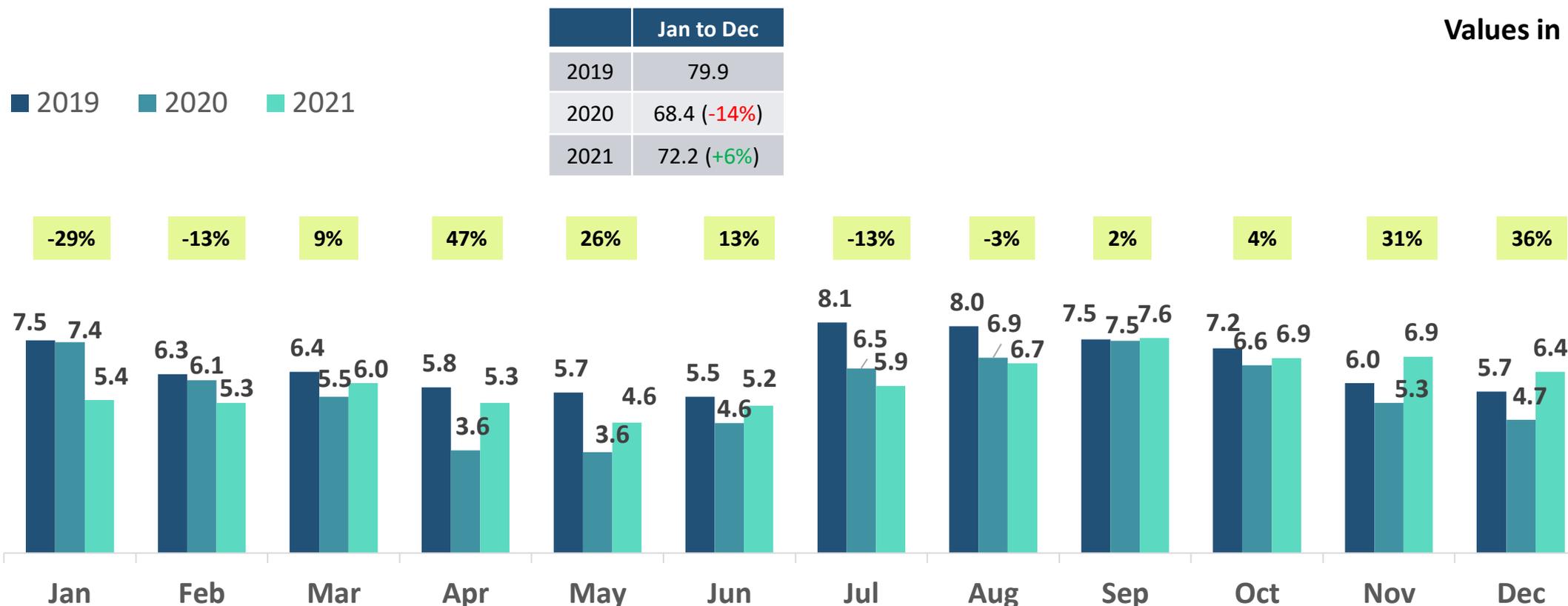


# EU Market Scenario



# EU Monthly Apparel Imports Update

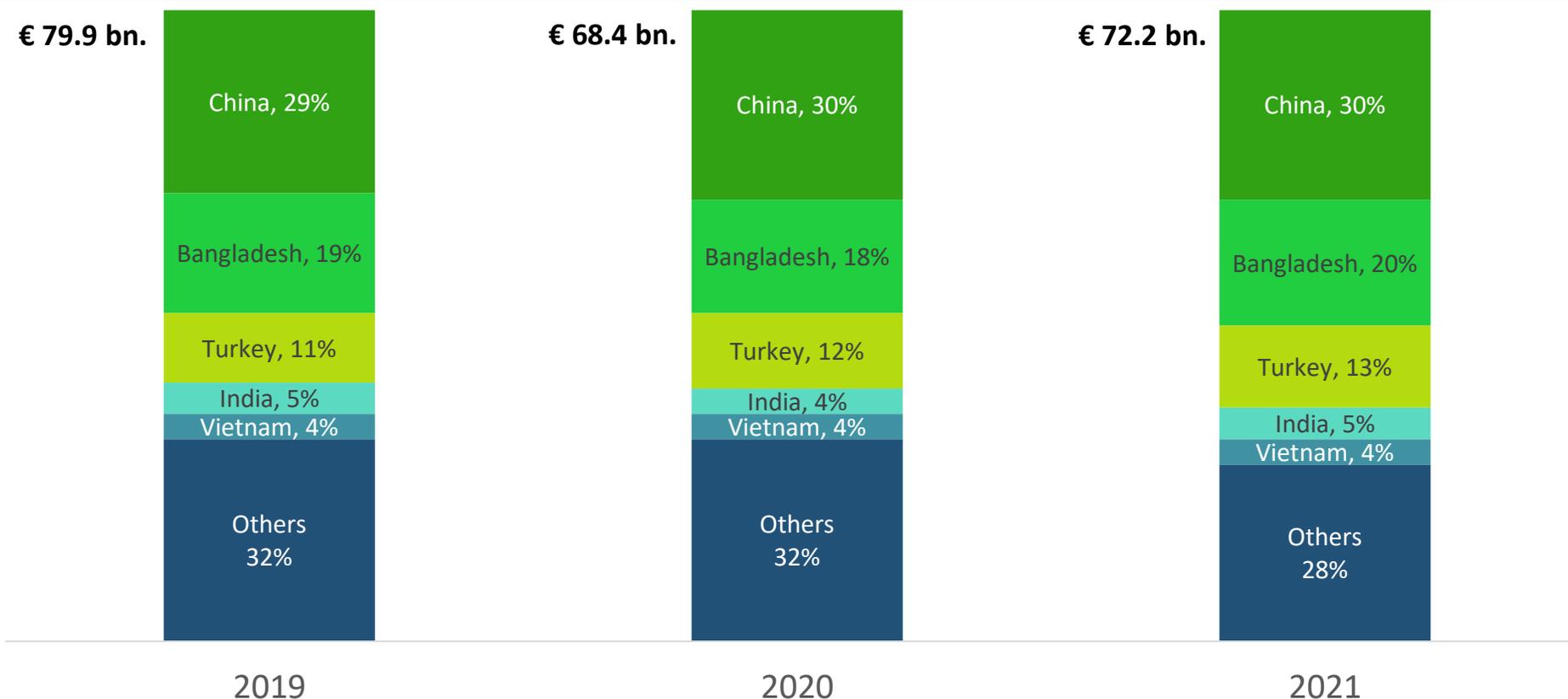
Values in € bn.



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 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.

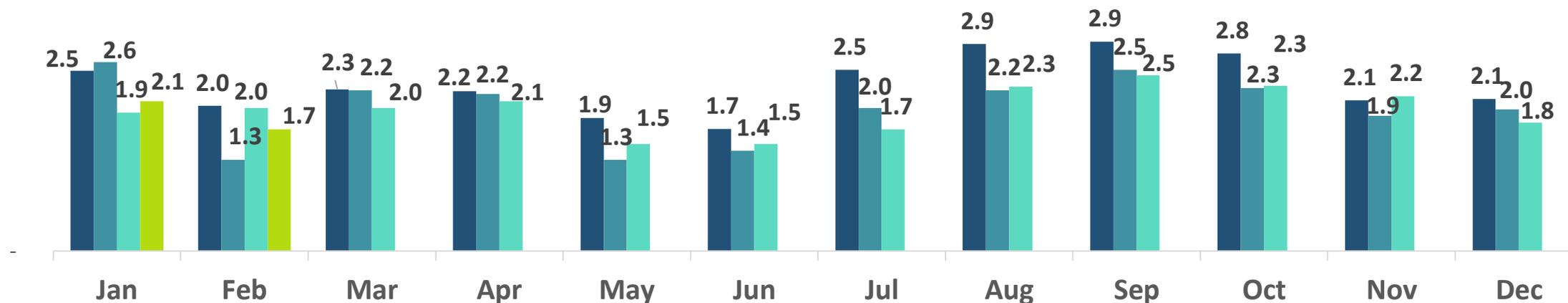
	Jan to Feb	Jan to Dec
2019	4.6	28.0
2020	3.9 (-14%)	24.0 (-14%)
2021	3.9 (-0.5%)	23.8 (-0.9%)
2022	3.8 (-3.6%)	-

■ 2019 ■ 2020 ■ 2021 ■ 2022

Value Change  
2021 vs 2022

8%

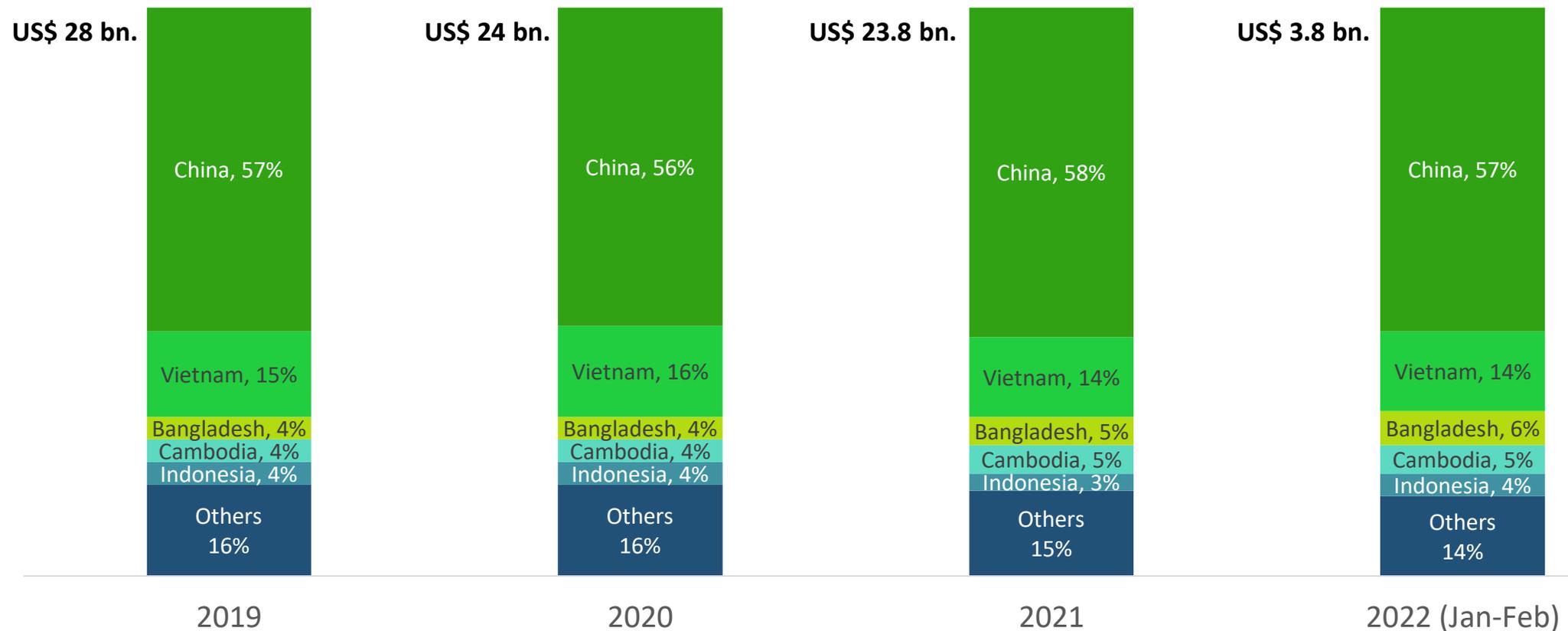
-15%



Data Source: UN Comtrade

**In Feb 2022, Japan's apparel imports stood at US\$ 1.7 billion which is 15% lower than in Feb 2021. On YTD basis, imports are 3.6% lower than 2021.**

# Share Change of Major Apparel Suppliers



Data Source: UN Comtrade

**In Japan's apparel imports, Bangladesh's and Cambodia's share increased by 2% and 1%, respectively whereas that of Vietnam declined by 1% compared to 2019.**



# Indian Exports Update



# Monthly Apparel Exports Trend

Values in US\$ bn.

	Jan – Mar	Jan to Dec
2019	4.8	16.2
2020	4.1 (-15%)	12.3 (-24%)
2021	4.1 (0%)	15.0 (+22%)
2022	4.6 (12%)	-

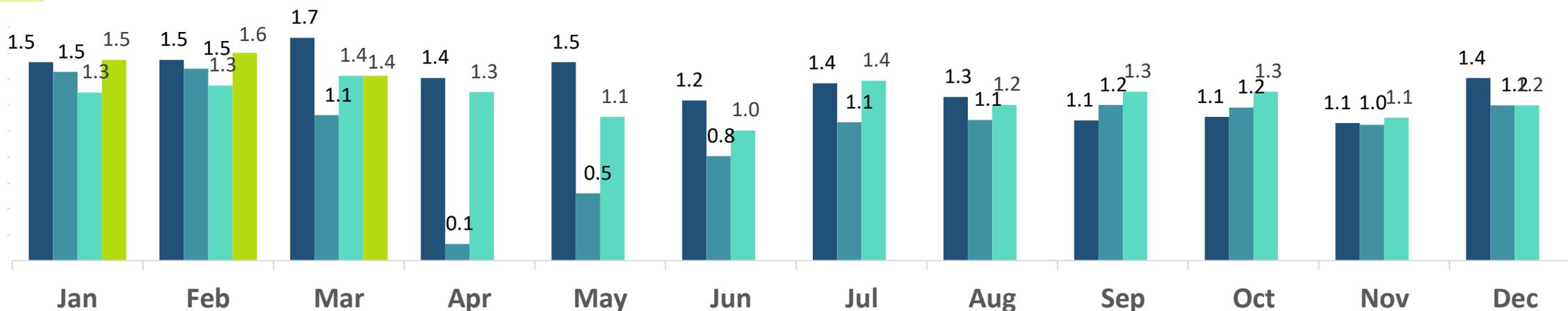
■ 2019 ■ 2020 ■ 2021 ■ 2022

Value Change  
2021 vs 2022

19%

19%

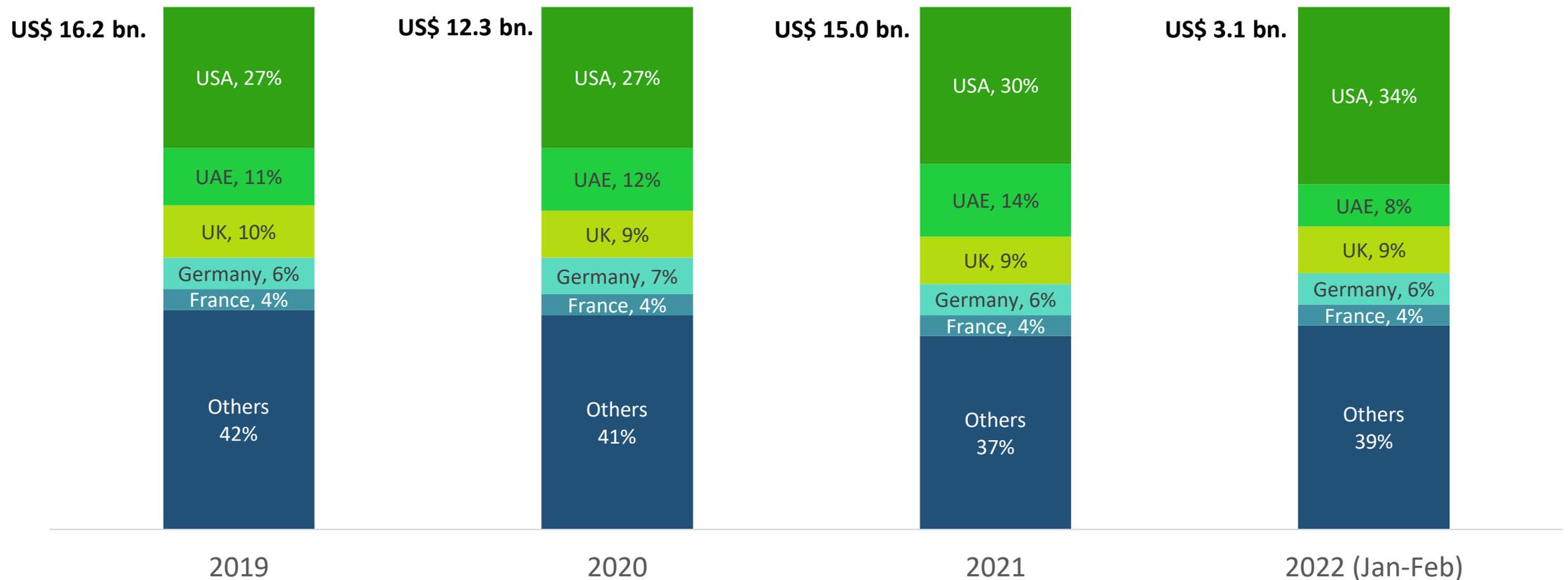
0%



Data Source: DGCI&S, Govt. of India

In Mar 2022, the exports showed no growth as compared to Mar 2021. On YTD basis the exports are 12% higher than 2021.

# Share Change of Major Apparel Markets



Data Source: DGCI&S, Govt. of India

**In India's apparel export basket, USA's share has increased by 7% whereas UAE's and UK's share has declined by 3% and 1%, respectively since 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

### Technical Services

- 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

## CONTACT

### **Varun Vaid**

**Business Director**

Varun@wazir.in

+91 9899985979

### **Aditya Rajyan**

**Associate Consultant**

aditya.rajyan@wazir.in

+91 7830111130

**Wazir Advisors Pvt. Ltd**

3rd Floor , Building #115, Sector 44, Gurgaon - 122 002 Haryana- India

Tel : +91 124 4590 300