



# Apparel Trade Scenario in Key Global Markets and India

May 2021



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# Summary

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- **US Market**

- US apparel store sales in Feb. 2021 were approx. US\$ 10.7 bn., which is 18% lower compared to 2020. However, advance estimates for Mar. 2021 indicate recovery to pre-covid sales level.
- US home furnishing store sales are showing promising growth rates. In Q1 2021, monthly sales are consistently higher than last two years.
- US apparel imports in Mar. 2021 were 25% higher than last year but on YTD basis, the imports are about 3% lower.
- China's share has reduced by 9% since 2019, whereas Vietnam's and Bangladesh's share has gone up by 4% and 2%, respectively. India has also managed to gain 1% market share since 2019.

- **EU Market**

- EU apparel imports in Feb. 2021 were approx. 15% lower compared to last year. On YTD basis, the imports are about 3% less in 2021.
- In the EU market, top 5 suppliers have managed to increase their combined share by 4% in 2020, with Turkey emerging as the biggest gainer.

- **Japan Market**

- Japan apparel imports in Jan. 2021 were 27% lower compared to last year.
- In the Japan apparel market, China's share has increased by 2% whereas Vietnam's share has declined by 1% compared to last year

- **Indian Exports**

- India's apparel exports in Jan. 2021 were 11% lower compared to last year.
- In India's apparel export basket, share of UAE reduced by 3% in Jan 2021 compared to 2020. However, share of USA and France increased by 1% each.



# US Market Scenario



# Monthly Apparel Store Sales Trend

Values in US\$ bn.

	Jan to Mar	Jan to Dec
2019	40.2	194
2020	32.6 (-19%)	134 (-31%)
2021	37.3 (+14%)	-

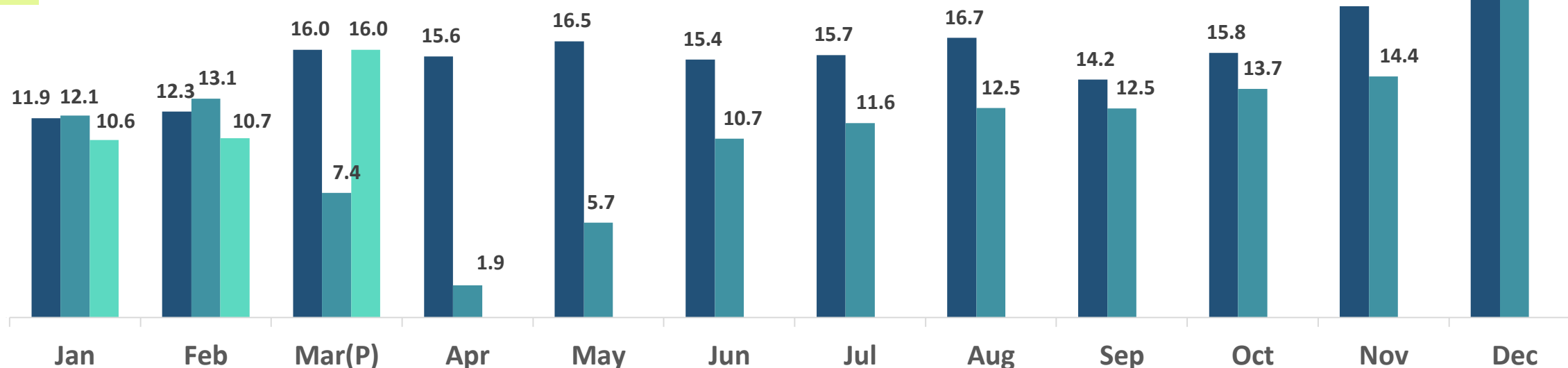
■ 2019 ■ 2020 ■ 2021

Share Change  
2020 vs 2021

-12%

-18%

+115%

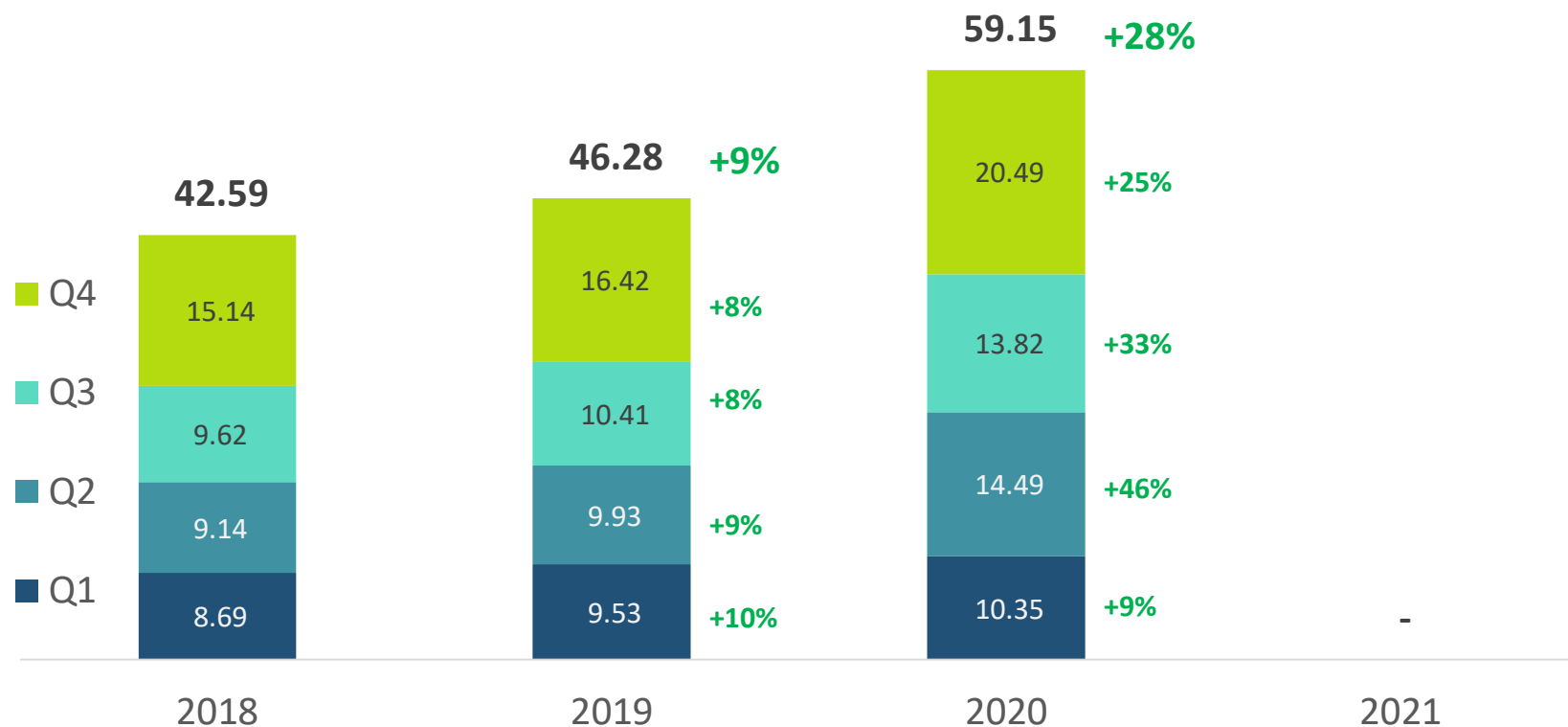


Data Source: US Census Bureau

US apparel store sales in Feb. 2021 were approx. US\$ 10.7 bn., which is 18% lower compared to 2020. However, advance estimates for Mar. 2021 indicate recovery to pre-covid sales level.

# Quarterly Clothing and Accessories E-Commerce Sales

Values in US\$ bn.



Data Source: US Census Bureau

Online sales of clothing and accessories registered a significant growth of 28% while the physical apparel store sales dropped by 31% in 2020.

# Monthly Home Furnishings Store Sales Trend

Values in US\$ bn.

	Jan to Mar	Jan to Dec
2019	12.7	56
2020	12.2 (-4%)	52(-7%)
2021	13.9 (+14%)	-

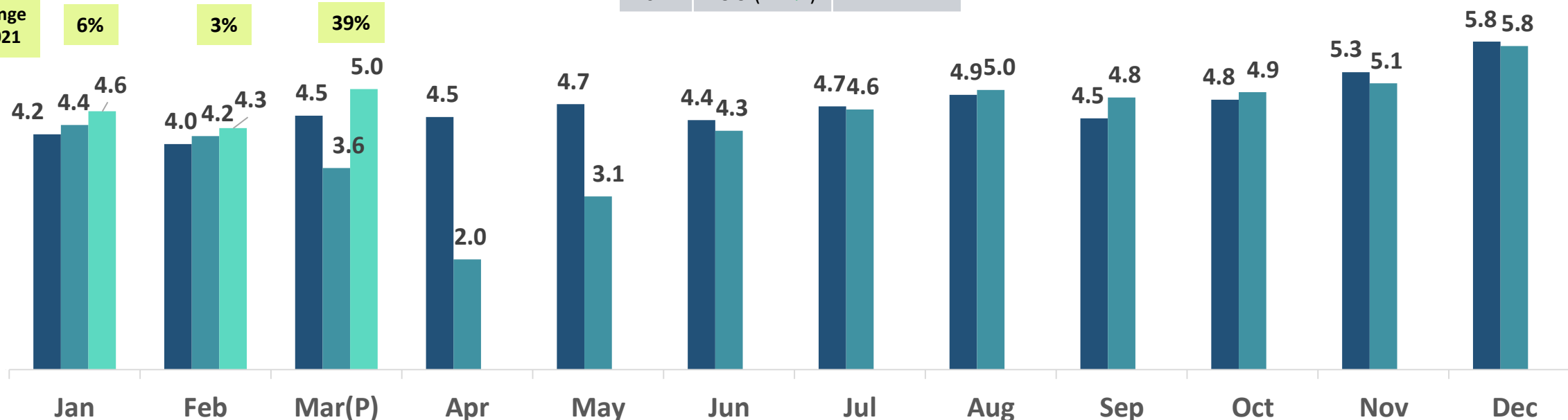
■ 2019 ■ 2020 ■ 2021

Share Change  
2020 vs 2021

6%

3%

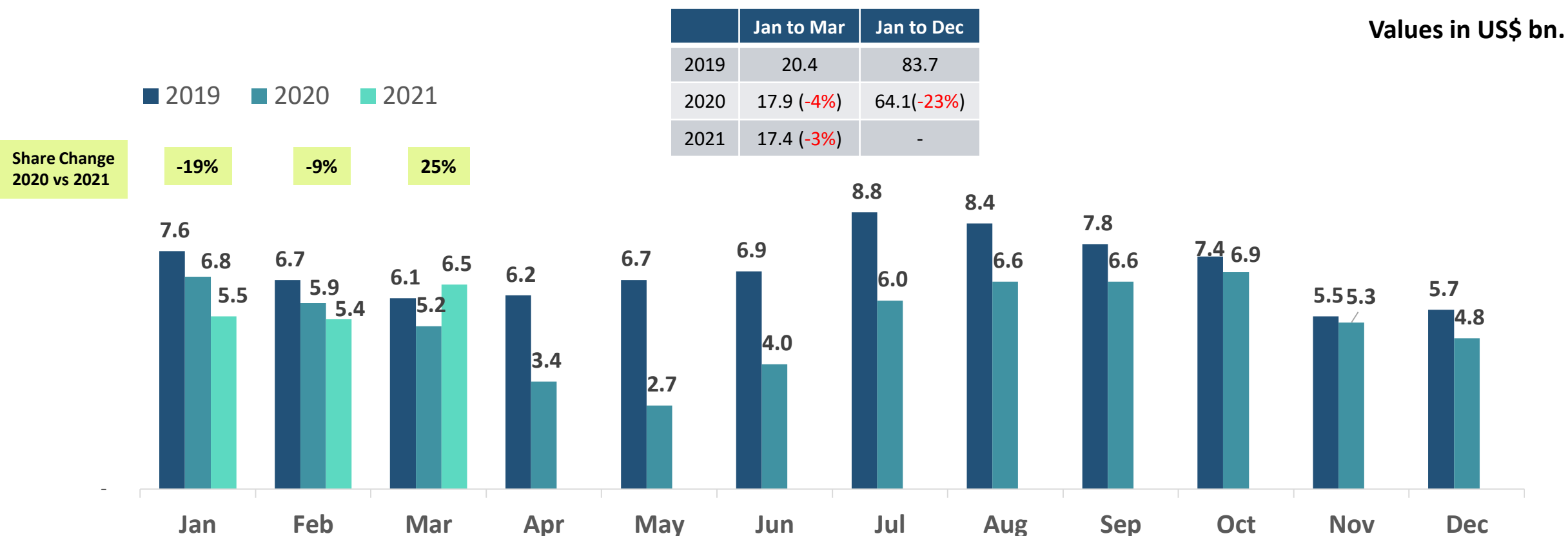
39%



Data Source: US Census Bureau

US home furnishing store sales are showing promising growth rates. In Q1 2021, monthly sales are consistently higher than last two years.

# US Monthly Apparel Import Trend

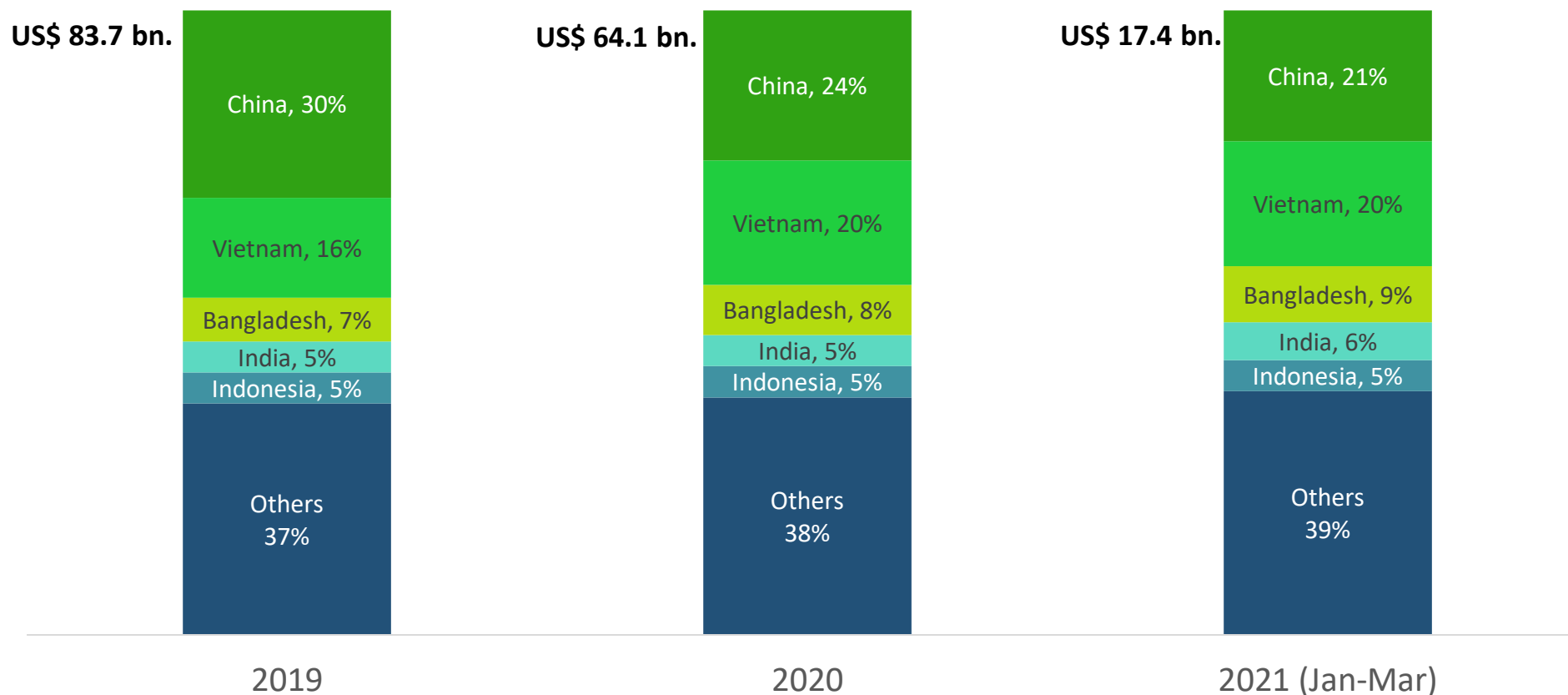


Data Source: The Office of Textiles and Apparel (OTEXA), USA

**US apparel imports in Mar. 2021 were 25% higher than last year but on YTD basis, the imports are about 3% lower.**



# Share Change of Major Apparel Suppliers



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

**China's share has reduced by 9% since 2019, whereas Vietnam's and Bangladesh's share has gone up by 4% and 2%, respectively. India has also managed to gain 1% market share since 2019.**



# EU Market Scenario



# EU Monthly Apparel Import Update

Values in € bn.

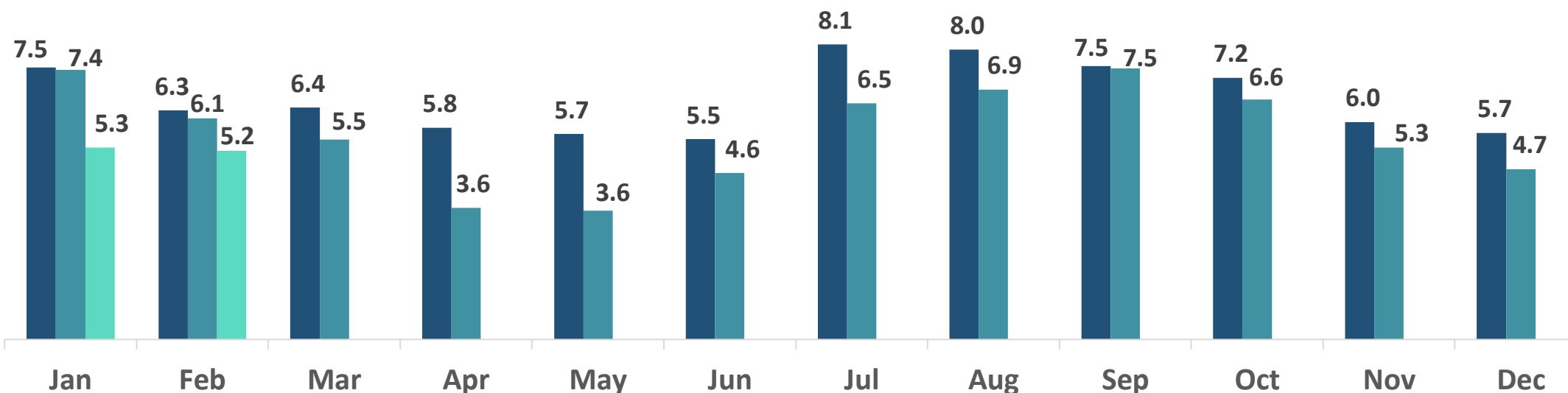
	Jan to Feb	Jan to Dec
2019	13.8	79.9
2020	13.5 (-2%)	68.4 (-14%)
2021	10.5 (-22%)	-

■ 2019 ■ 2020 ■ 2021

Share Change  
2020 vs 2021

-29%

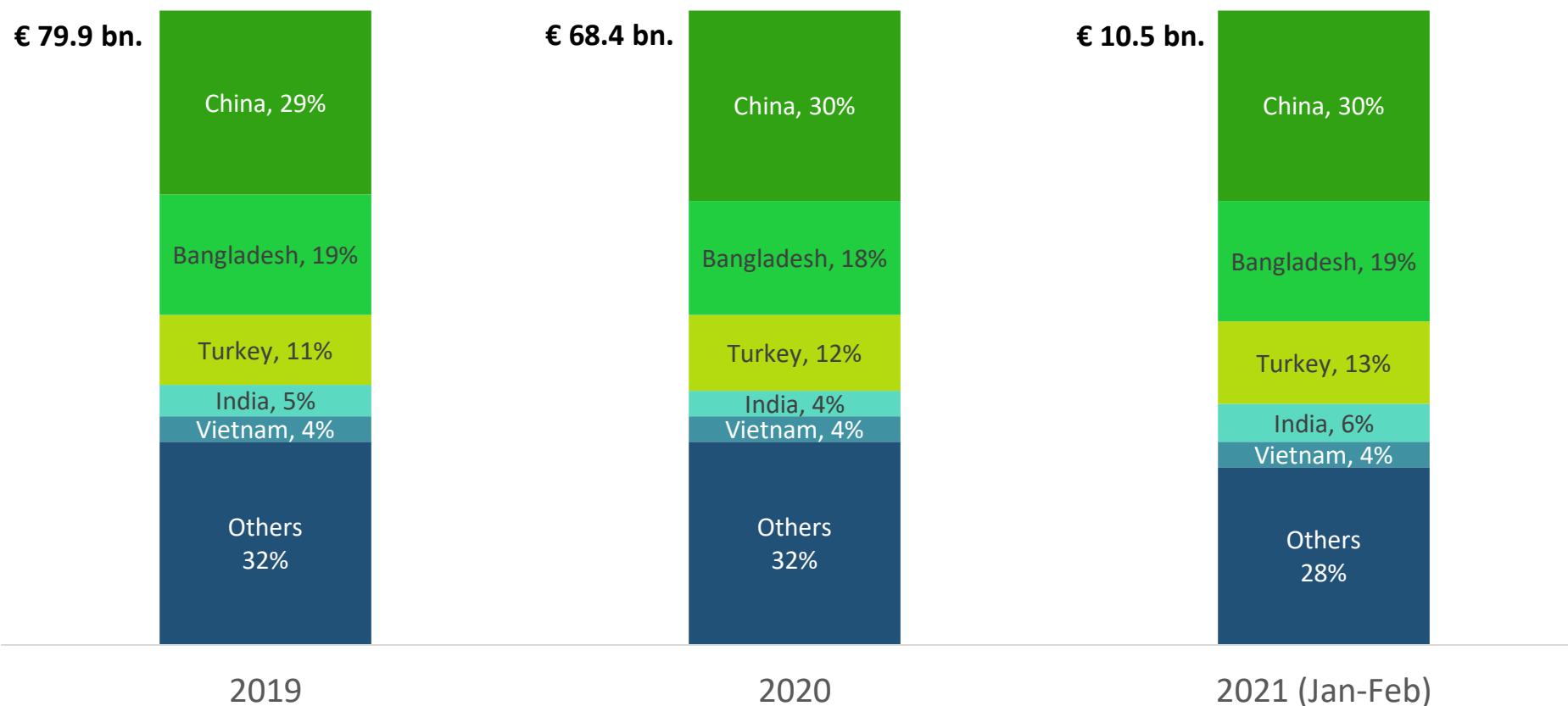
-15%



Data Source: Eurostat; Extra EU-27 Imports Data

EU apparel imports in Feb. 2021 were approx. 15% lower compared to last year. On YTD basis, the imports are about 3% less in 2021.

# Share Change of Major Apparel Suppliers



Data Source: Eurostat; Extra EU-27 Imports Data

**In the EU market, top 5 suppliers have managed to increase their combined share by 4% in 2020, with Turkey emerging as the biggest gainer.**



# Japan Market Scenario



# Japan Monthly Apparel Import Update

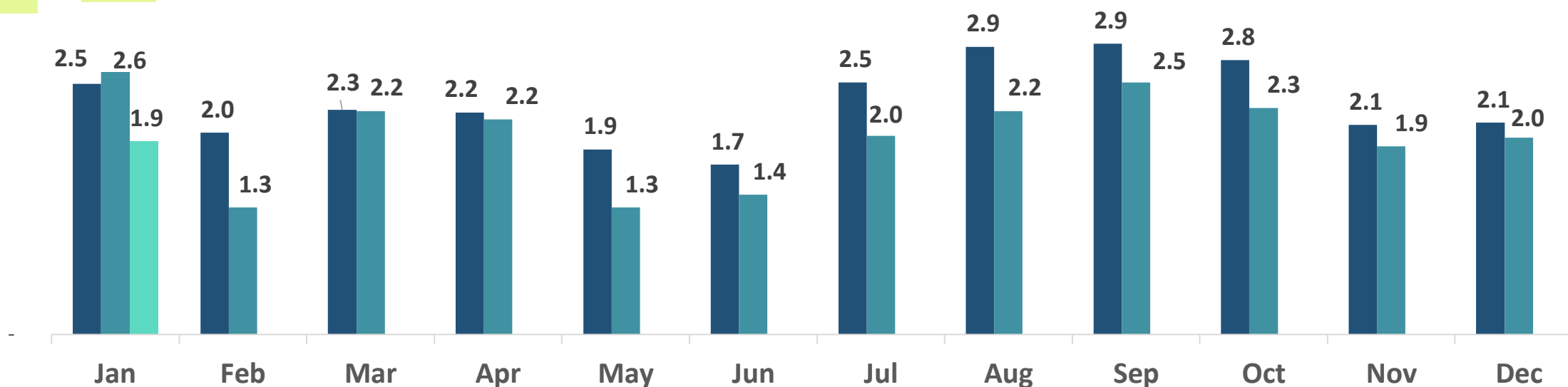
Values in US\$ bn.

	Jan	Jan to Dec
2019	2.5	28
2020	2.6 (+4%)	24 (-14%)
2021	1.9 (-27%)	-

■ 2019 ■ 2020 ■ 2021

Share Change  
2020 vs 2021

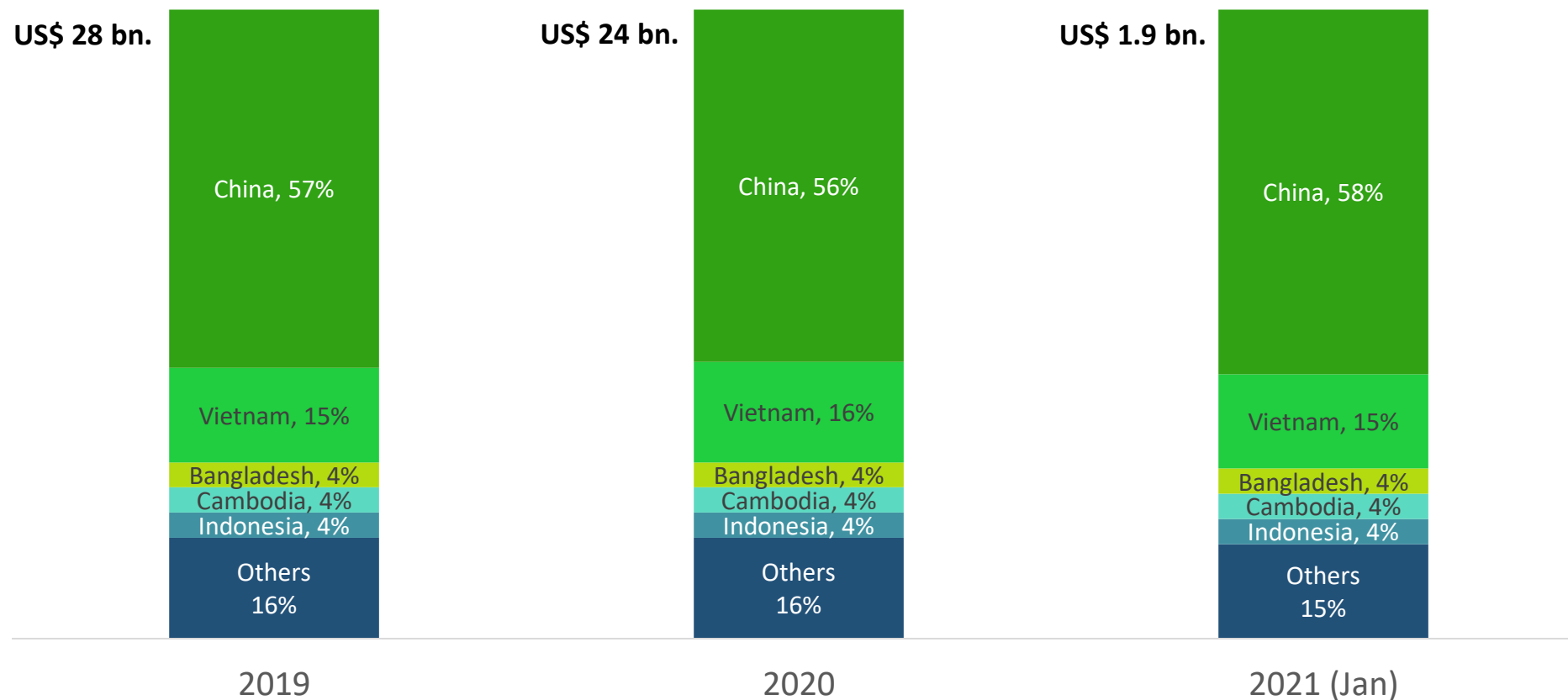
-27%



Data Source: UN Comtrade

Japan apparel imports in Jan. 2021 were 27% lower compared to last year.

# Share Change of Major Apparel Suppliers



Data Source: UN Comtrade

**In the Japan apparel market, China's share has increased by 2% whereas Vietnam's share has declined by 1% compared to last year**



# Indian Exports Update





# Monthly Apparel Exports Trend

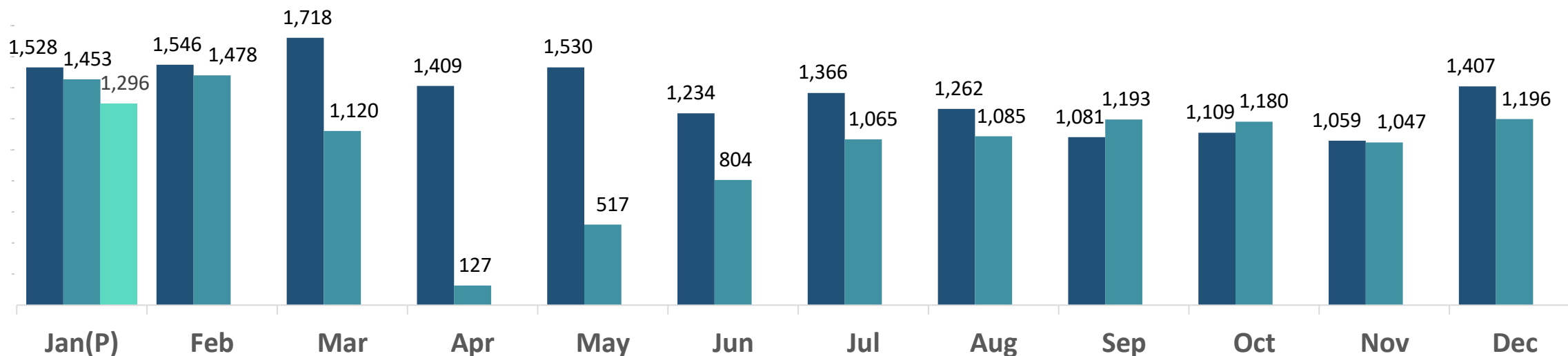
Values in US\$ mn.

	Jan	Jan to Dec
2019	1,528	16,249
2020	1,453 (-5%)	12,267 (-25%)
2021	1,296 (-11%)	-

■ 2019 ■ 2020 ■ 2021

Share Change  
2020 vs 2021

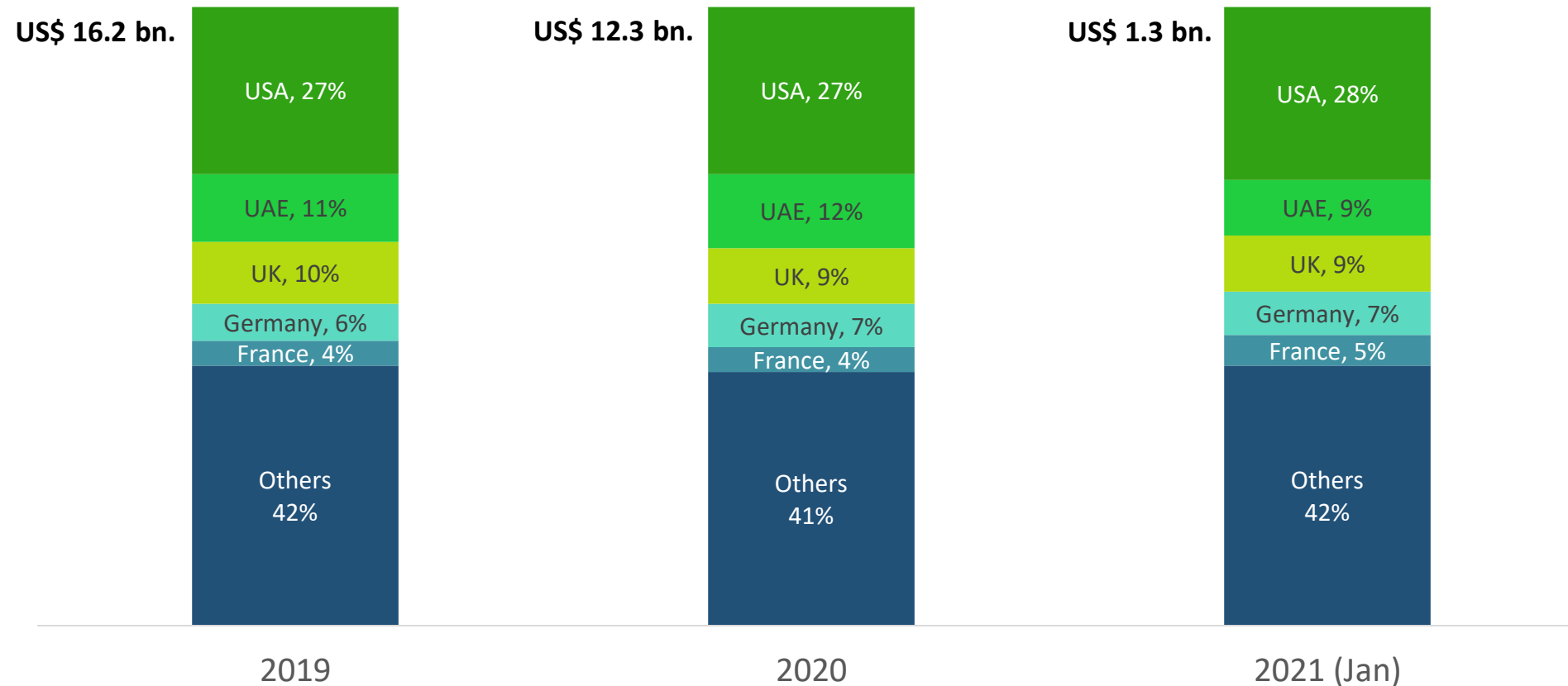
-11%



Data Source: DGCI&S, Govt. of India

India's apparel exports in Jan. 2021 were 11% lower compared to last year.

# Share Change of Major Apparel Markets



Data Source: DGCI&S, Govt. of India

**In India's apparel export basket, share of UAE reduced by 3% in Jan 2021 compared to 2020. However, share of USA and France increased by 1% each.**

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- Training of machine operators
- Training of middle management

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