



# US Apparel Store Sales and Import Update

September 2020



# Contents

---

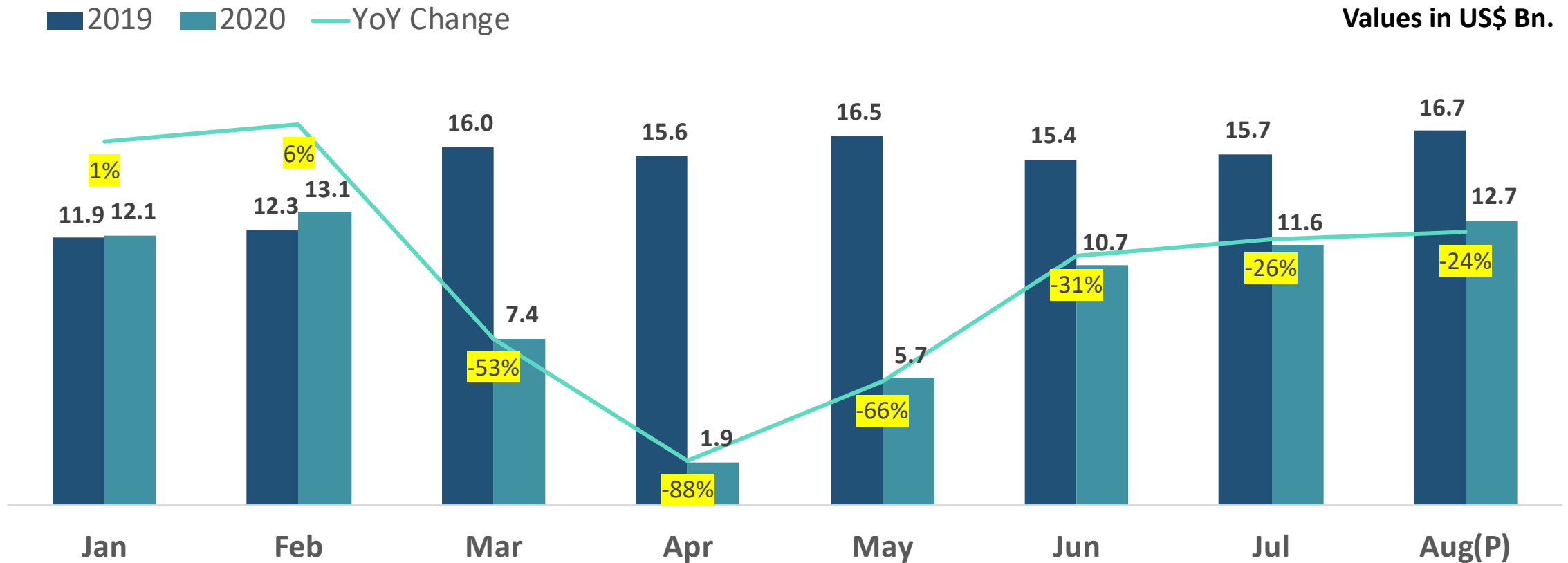
- Key takeaways
- Monthly Apparel Store Sales
- Monthly Apparel Import Update
- Gainer and Loser Countries

# Key Takeaways

---

- US apparel store sales has recovered significantly in month of June after a period of drastic reduction since March. However, the recovery flattened from July. The cumulative store sales from Jan to Aug are down by approx. 37%.
- US apparel imports are recovering steadily after hitting the lowest in May. From Jan to Jul. the cumulative imports are down by approx. 31%.
- China has lost maximum share (8% decrease) in the US market while Vietnam has been able to increase its share by 4%. None of the supplier nations have registered any appreciable increase in trade value.

# Monthly Apparel Store Sales



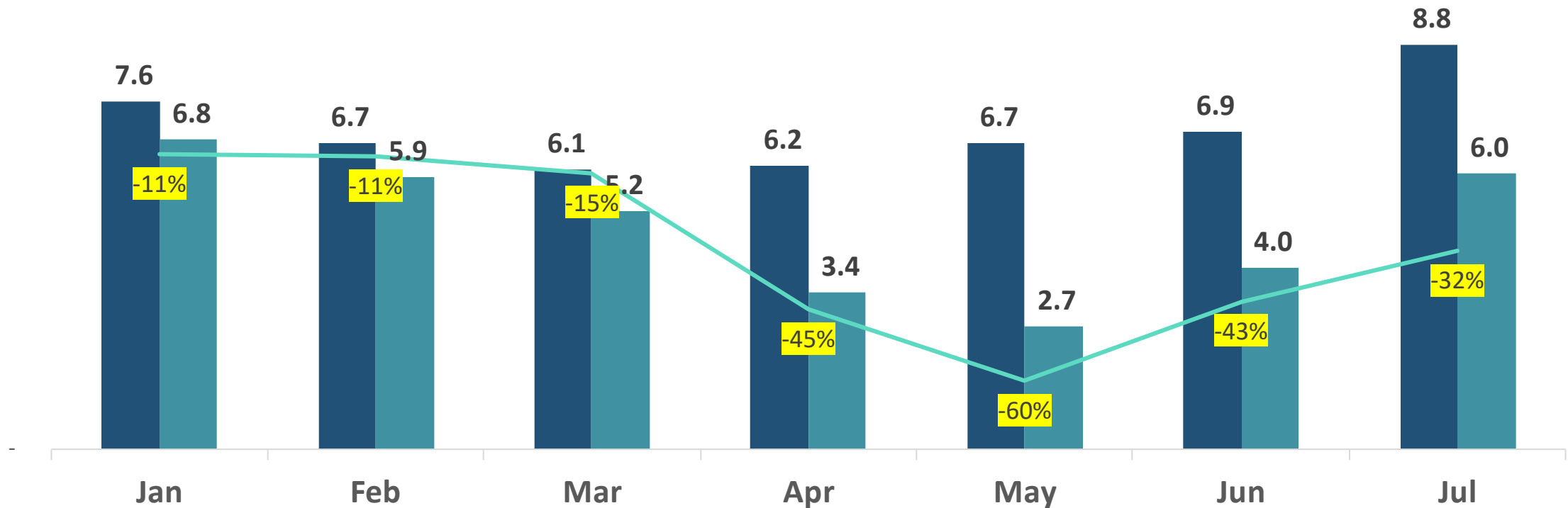
Data Source: US Census Bureau

US apparel store sales recovered sharply in month of June after a period of drastic reduction since March. However, the recovery flattened from July. The cumulative store sales from Jan to Aug are down by approx. 37%.

# Monthly Apparel Import Update

■ 2019 ■ 2020 — YoY Change

Values in US\$ Bn.



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

US apparel imports are recovering steadily after hitting the lowest in May. From Jan to Jul. the cumulative imports are down by approx. 31%.

# Gainer and Loser Countries

Values in US\$ Mn.

Country	Jan-Jul 2019		Jan-Jul 2020		YTD Change		
	Value	Share	Value	Share	Value	Value%	Share
China	14,500	30%	7,346	22%	-7,154	-49%	-8%
India	2,624	5%	1,751	5%	-873	-33%	0%
Vietnam	7,806	16%	6,943	20%	-864	-11%	4%
Honduras	1,572	3%	833	2%	-739	-47%	-1%
Mexico	1,886	4%	1,206	4%	-680	-36%	0%
Bangladesh	3,567	7%	2,905	9%	-661	-19%	2%
Cambodia	1,451	3%	1,539	5%	89	6%	2%
Burma	121	0.2%	156	0.5%	35	29%	0.3%
Macau	8	0.02%	32	0.1%	24	286%	0.1%
Ethiopia	108	0.2%	125	0.4%	17	16%	0.2%
Others	15,223	31%	11,038	32%	-4,185	-27%	1%
<b>Total</b>	<b>48,866</b>		<b>33,876</b>		<b>-14,990</b>	<b>-31%</b>	

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

China has lost maximum share (8% decrease) in the US market while Vietnam has been able to increase its share by 4%. None of the supplier nations have registered any appreciable increase in trade value.

# Wazir Services in Textile & Apparel Sector

## Strategy & Research

- Corporate Strategy
- Market Assessment
- Sector Mapping
- Entry Strategy
- Impact Assessment Study
- Location Analysis
- Detailed Project Report (DPR)

## Technical Services - Textiles

- New Factory Set-up
- Operations re-engineering
- Gap study and benchmarking
- Techno Commercial Due-Diligence
- Technology selection

## Technical Services – Apparel & Made-ups

- New Factory Set-up
- Operations re-engineering
- Gap study and benchmarking
- Techno Commercial Due-Diligence
- Technology selection

## Partnerships

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

## Skill Development

- Entry level training of machine operators in textile mills and apparel factories

**FOR FURTHER DETAILS CONTACT**

**Varun Vaid**

**Business Director**

**varun@wazir.in**

**+91 98999 85979**

**Wazir Advisors Pvt. Ltd**

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

**Tel : +91 124 4590 300**