



# US & EU Apparel Market Update

21<sup>st</sup> December 2020



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# Summary

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## US Market:

- Jan. to Nov. 2020 apparel store sales stood at US\$ 117 bn., approx. 31% less than same period last year. The home furnishing store sales during Jan. to Oct. 2020 were US\$ 41 bn., approx. 10% less than same period last year.
- The US apparel imports are recovering steadily after hitting lowest in May 2020. Jan. to Sep. 2020 apparel imports are US\$ 54 bn., approx. 26% less than same period last year.
- China has lost approx. 7% share in the US apparel imports which has mainly been taken up by Vietnam, Bangladesh and Cambodia

## EU Market:

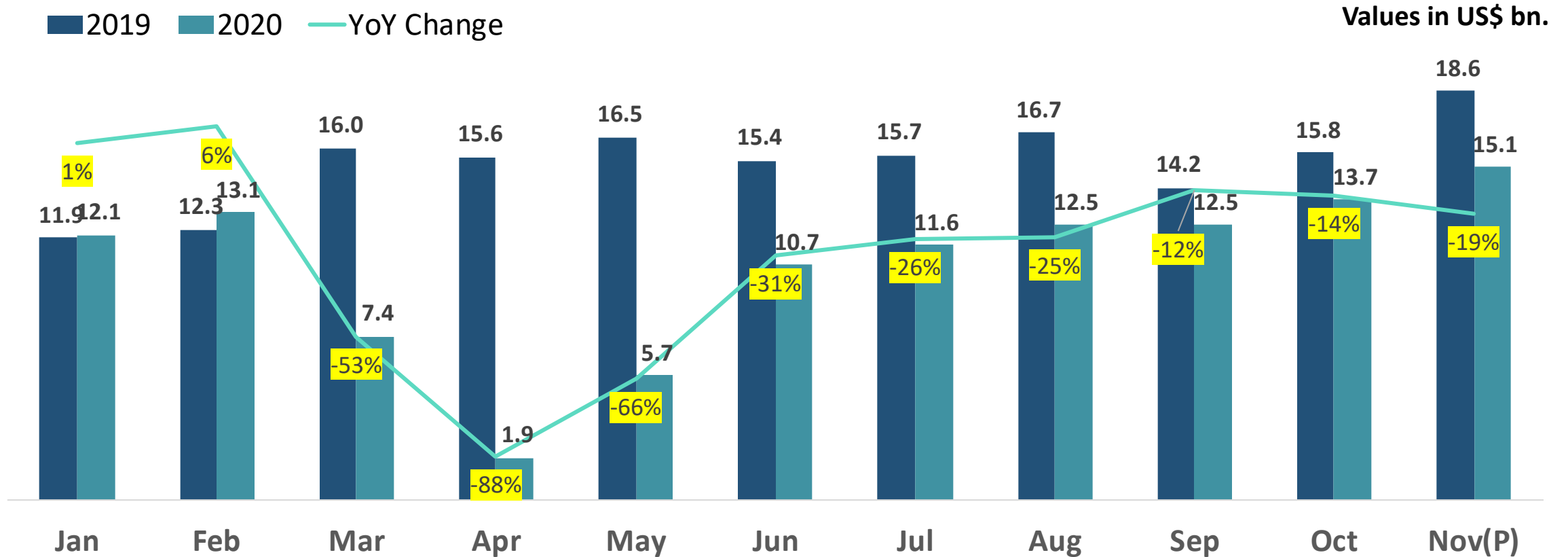
- Jan. to Aug. 2020 apparel imports were € 44 bn., approx. 17% less than same period last year.
- China's share in apparel imports increased by 2% during this period. The main losers were Bangladesh, UK and India, while China and Turkey gained market share.



# US Market Scenario



# Monthly Apparel Store Sales

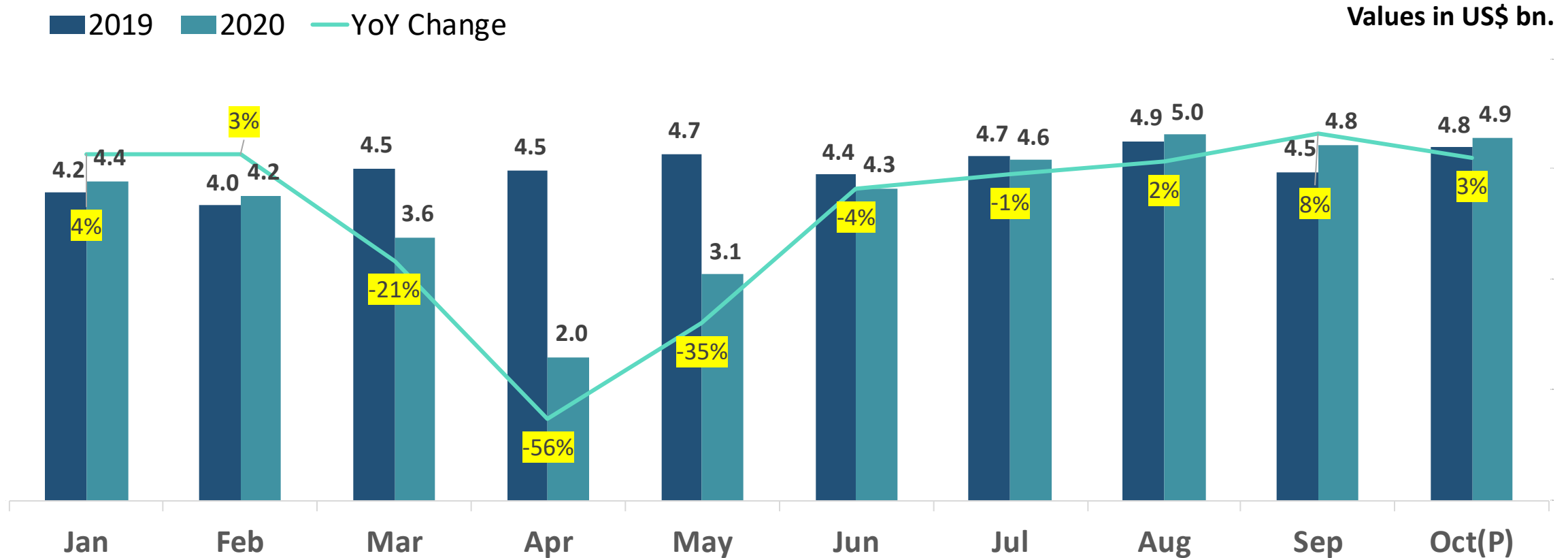


Data Source: US Census Bureau

Jan. to Nov. 2020 store sales stand at US\$ 117 bn., approx. 31% less than same period last year.  
The sales recovered sharply in Jun. 2020, and then again in Sep. after a period of drastic reduction since March.



# Monthly Home Furnishings Store Sales



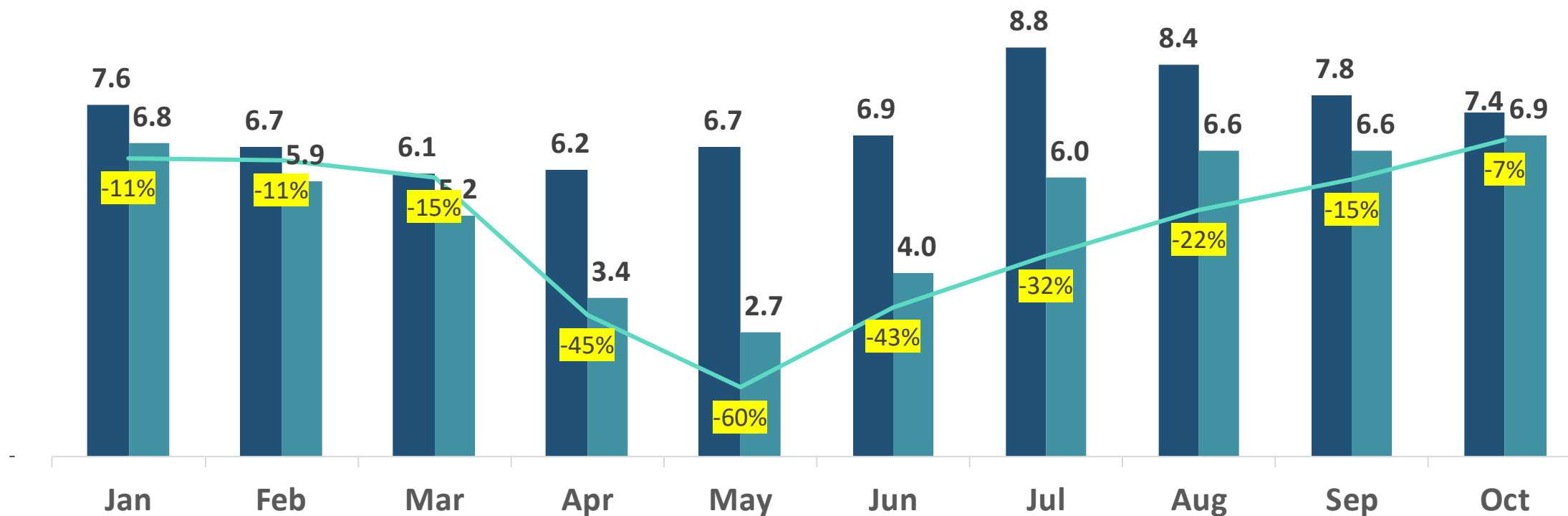
Data Source: US Census Bureau

Jan. to Oct. 2020 store sales stand at US\$ 41 bn., approx. 10% less than same period last year.  
The sales recovered sharply in May. 2020, and then again in Jun. after a period of drastic reduction since March.

# 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 lowest in May 2020. Jan. to Sep. 2020 apparel imports stand at US\$ 54 bn., approx. 26% less than same period last year.

# Share Change of Top 10 Apparel Suppliers

Data from Jan to Oct 2020

Country	Import Value (US\$ mn.)	YoY share Change	
China	12,795	-6.9%	
Vietnam	10,710		3.8%
Bangladesh	4,496		1.3%
Indonesia	3,039		0.4%
India	2,583	-0.1%	
Cambodia	2,376		1.2%
Mexico	1,811	-0.3%	
Honduras	1,487	-0.4%	
Jordan	1,347		0.4%
Sri Lanka	1,243		0.2%
Others	12,071		0.6%

China has lost approx. 7% share in the US apparel imports which has mainly been taken up by Vietnam, Bangladesh and Cambodia





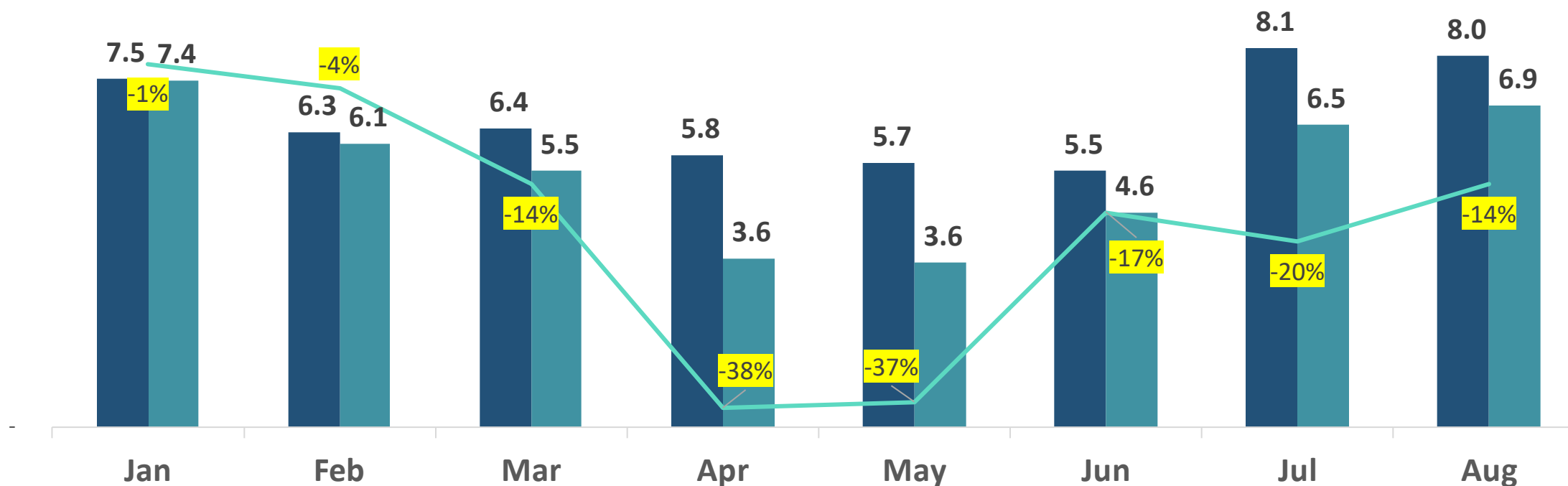
## EU Market Scenario



# Monthly Apparel Import Update

■ 2019 ■ 2020 — YoY Change

Values in € bn.

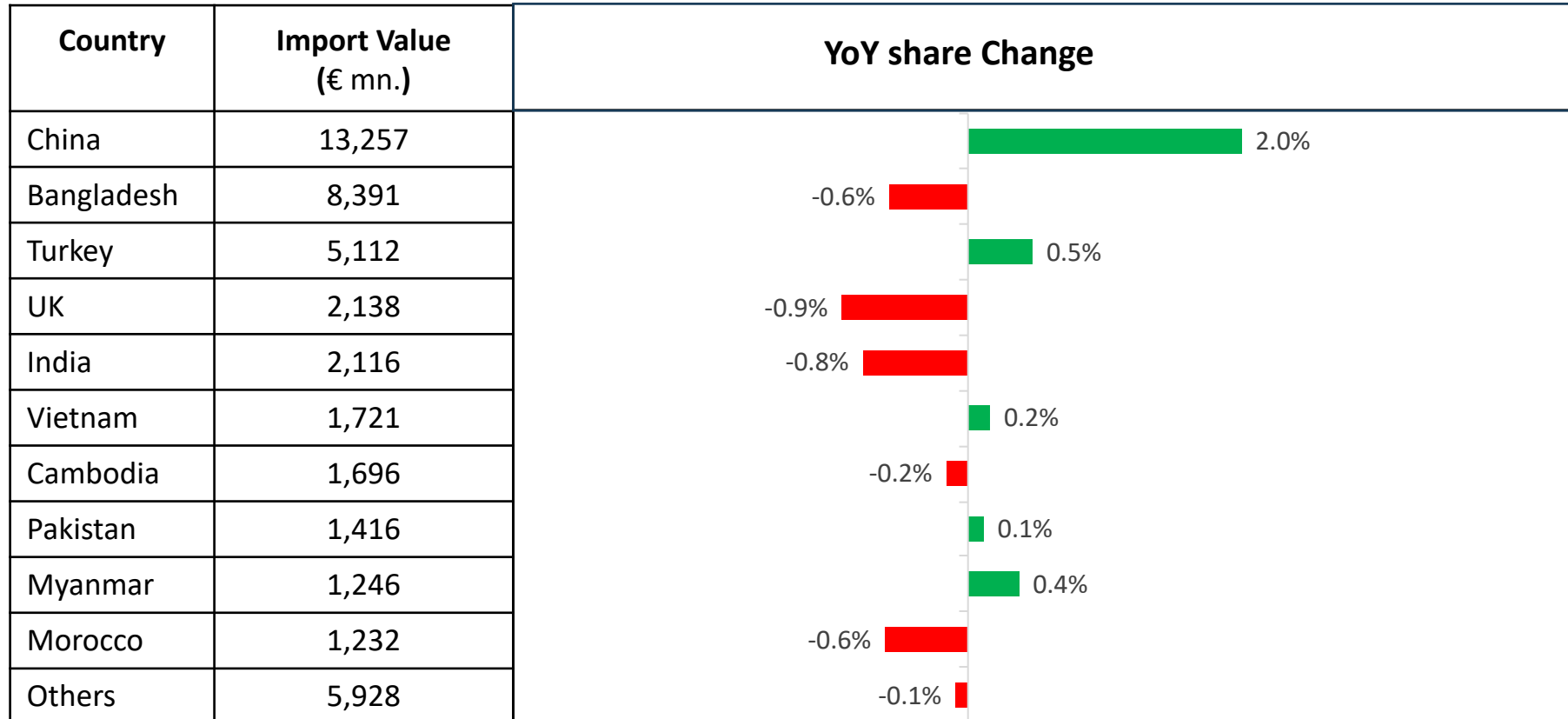


Data Source: Eurostat; Extra EU-27 Imports Data

EU-27 apparel imports are recovering steadily since Jun. 2020.  
Jan. to Aug. 2020 apparel imports were € 44 bn., approx. 17% less than same period last year.

# Share Change of Top 10 Suppliers

Data from Jan to Aug 2020



China's share increased by 2% during Jan to Aug. 2020. The main losers were Bangladesh, UK, and India.

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