



# US & EU Apparel Market Update

25<sup>th</sup> January, 2021



# Contents

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- Summary
- US Market Scenario:
  - Monthly Apparel Store Sales
  - Monthly Home Furnishings Store Sales
  - Monthly Apparel Import Update
  - Share Change of Top 10 Apparel Suppliers
- EU Market Scenario:
  - Monthly Apparel Import Update
  - Share Change of Top 10 Apparel Suppliers

# Summary

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## US Market:

- Apparel store sales in 2020 were reported US\$ 130 bn., which is approx. 32% less than 2019. The store sales were record low in Mar-May period after which it started recovering. In Sep and Oct the recovery was good, but again in Nov and Dec. the sales fell sharply.
- Home Furnishings store sales fared a bit better with sales in first 10-months of 2020 only 10% lower than in same period in 2019.
- The US apparel imports are recovering steadily after hitting lowest in May 2020. Jan. to Nov. 2020 apparel imports stand at US\$ 59 bn., approx. 24% 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:

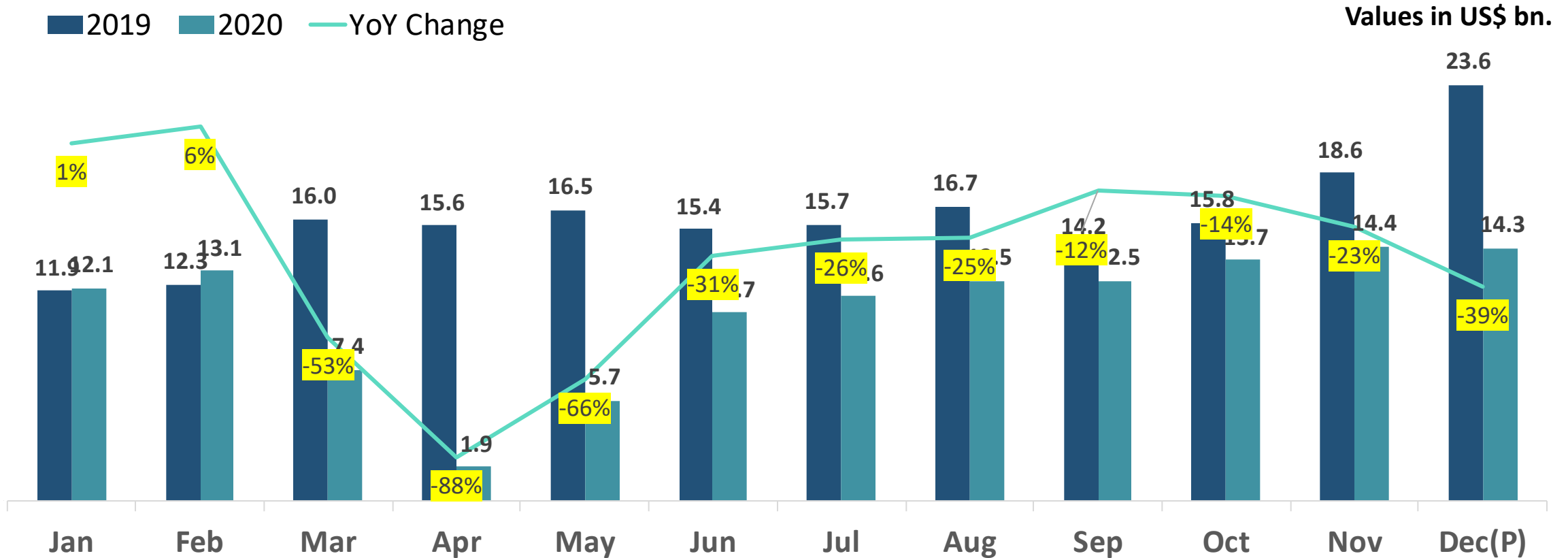
- EU-27 apparel imports are recovering steadily since Jun. 2020. but showed a decline in October due the second wave of Covid19 in EU. Jan. to Oct. 2020 apparel imports were € 58.4 bn., approx. 14% less than same period last year.
- China's share in EU apparel imports increased by 1% during Jan to Oct. 2020. The main losers were Bangladesh, India and Cambodia.



# US Market Scenario



# Monthly Apparel Store Sales

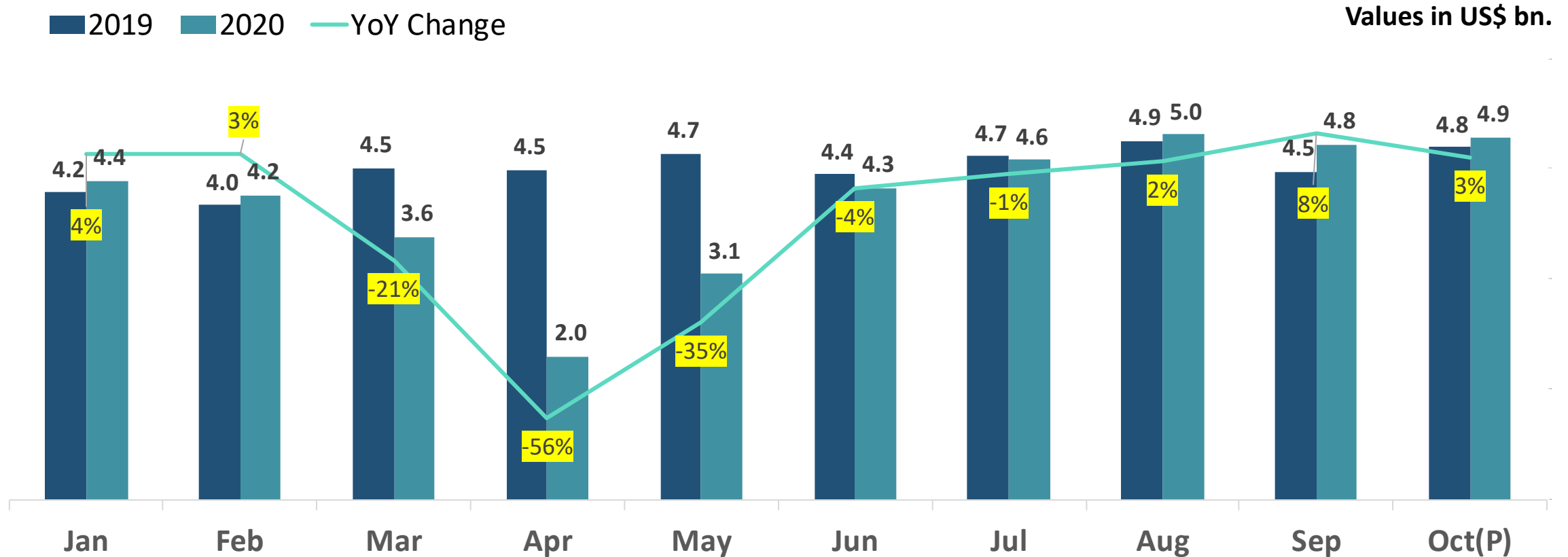


Data Source: US Census Bureau

Apparel store sales in 2020 were reported US\$ 130 bn., which is approx. 32% less than 2019. The store sales were record low in Mar-May period after which it started recovering. In Sep and Oct the recovery was good, but again in Nov and Dec. the sales fell sharply.

Data Source: US Census Bureau

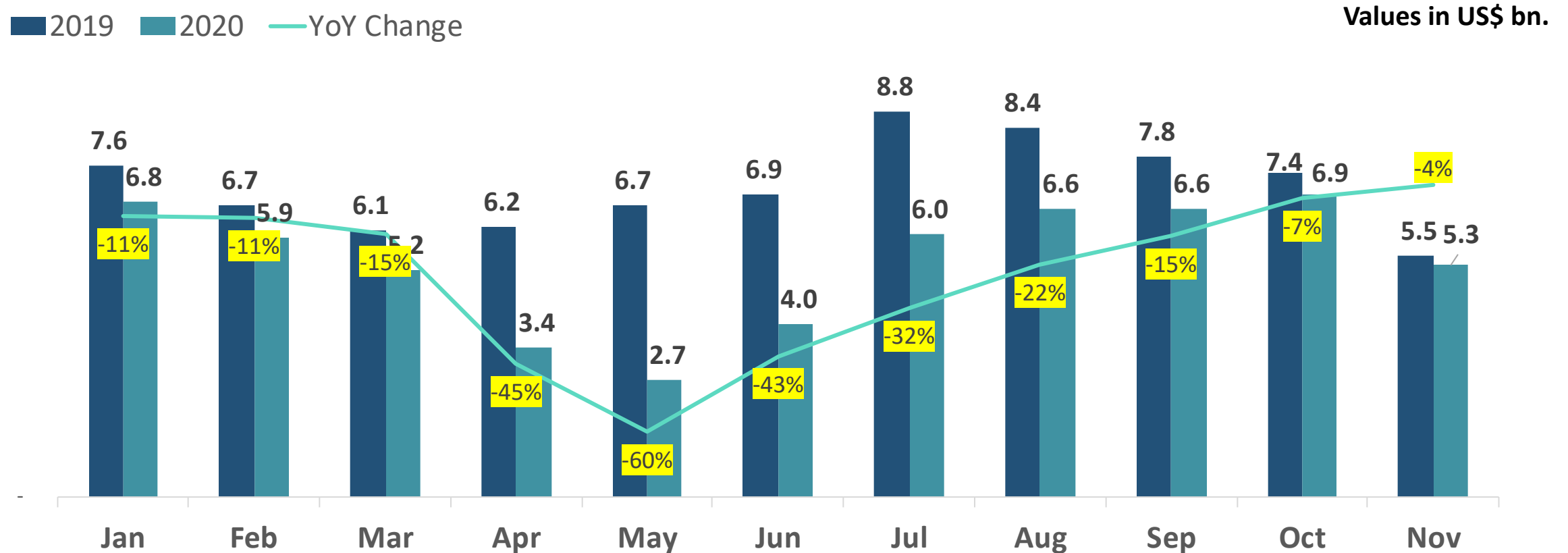
# Monthly Home Furnishings Store Sales



Data Source: US Census Bureau

Jan. to Oct. 2020 store sales stand at US\$ 41 bn., approx. 10% less than same period last year.  
From Aug. to Oct., the sales have actually grown compared to same period last year.

# Monthly Apparel Import Update



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

US apparel imports are recovering steadily after hitting lowest in May 2020. Jan. to Nov. 2020 apparel imports stand at US\$ 59 bn., approx. 24% less than same period last year.

# Share Change of Top 10 Apparel Suppliers

Data from Jan to Nov 2020

Country	Import Value (US\$ mn.)	YoY share Change
China	14,068	-6.5%
Vietnam	11,711	3.7%
Bangladesh	4,868	1.2%
Indonesia	3,308	0.3%
India	2,818	-0.1%
Cambodia	2,611	1.2%
Mexico	2,006	-0.4%
Honduras	1,647	-0.5%
Jordan	1,430	0.3%
Sri Lanka	1,363	0.2%
Others	13,408	0.6%

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





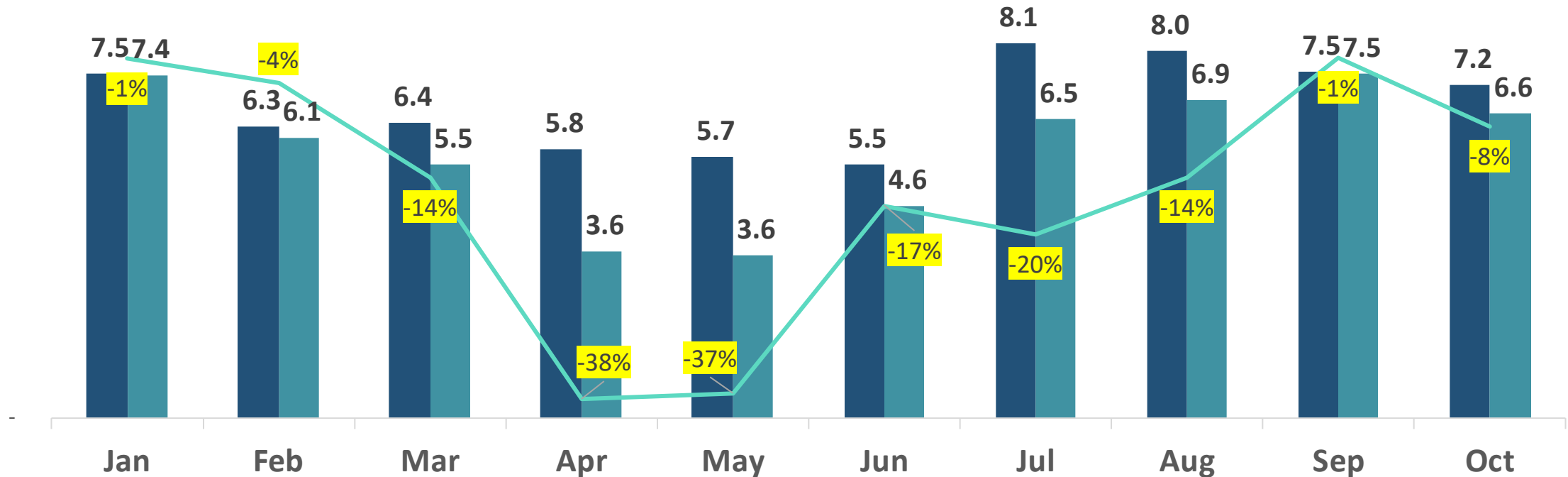
# EU Market Scenario



# 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. but showed a decline in October due the second wave of Covid19 in EU. Jan. to Oct. 2020 apparel imports were € 58.4 bn., approx. 14% less than same period last year.

# Share Change of Top 10 Suppliers

Data from Jan to Oct 2020

Country	Import Value (€ mn.)	YoY share Change
China	17,717	1.0%
Bangladesh	10,773	-0.7%
Turkey	6,840	0.6%
UK	3,281	-0.2%
India	2,644	-0.6%
Cambodia	2,138	-0.5%
Viet Nam	2,314	0.1%
Morocco	1,740	-0.3%
Pakistan	1,823	0.1%
Myanmar	1,806	0.3%
Others	7,324	0.1%

China's share increased by 1% during Jan to Oct. 2020. The main losers were Bangladesh, India and Cambodia.

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