US and EU Apparel Market Update

22nd February 2021

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Summary

US Market:
- US apparel store sales in 2020 was approx. US$ 134 bn. which is 30% lower compared to 2019. 2021 sales, however, have started on a positive note as they were up approx. 18% compared to Jan 2020 (when the lockdown was not in place).
- US home furnishing store sales fared better than apparel. It was approx. US$ 52 bn., only 8% down compared to 2019. In Jan. 2021, the home furnishing sales have shown a remarkable jump of 41% compared to Jan 2020.
- US apparel imports in 2020 was reported to be approx. US$ 64 bn. which is 23% lower than US$ 84 bn. reported in 2019.
- China lost approx. 6% share in the US apparel imports in 2020 which has mainly been taken up by Vietnam, Bangladesh and Cambodia.

EU Market:
- EU-27 apparel imports in 2020 was reported to be approx. € 68 bn which is 14% lower than US$ 80 bn. reported in 2019. EU imports were recovering faster than the US for most part of the year, except the last quarter due the second wave of COVID-19 there.
- China and Turkey increased their share by 1.2% and 0.9%, respectively in EU-27 market in 2020. The main losers were Bangladesh, India and Cambodia.
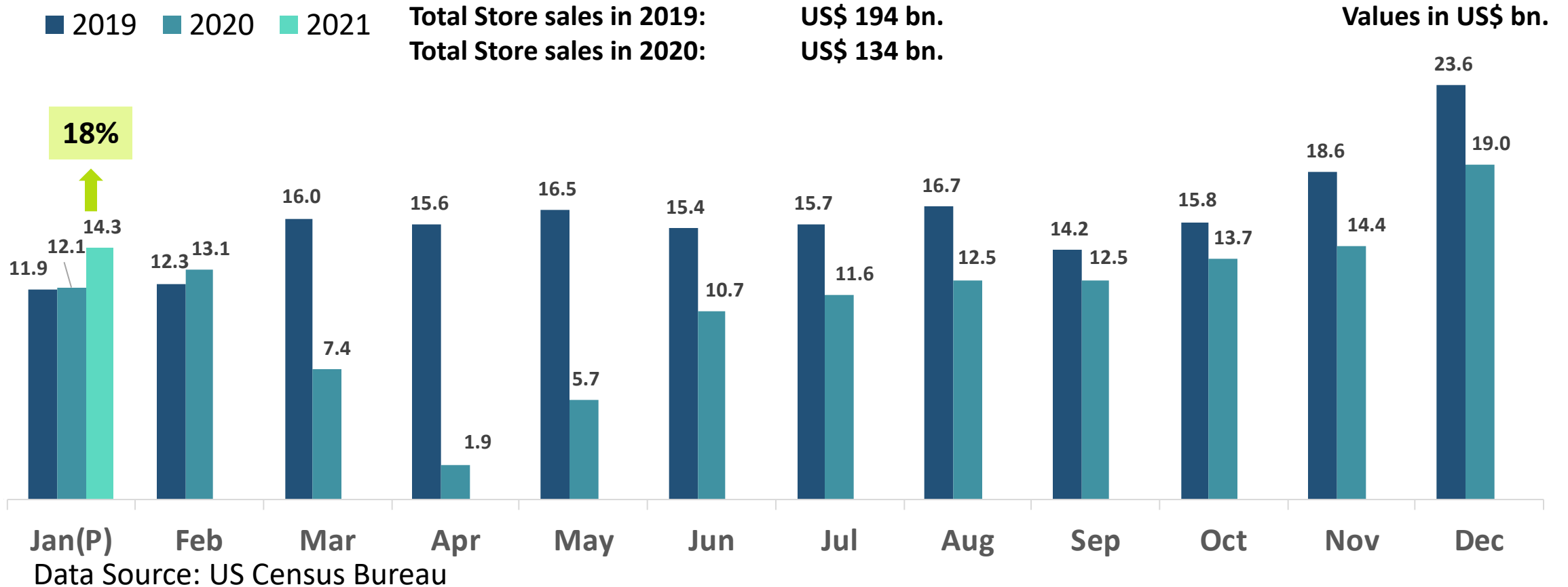
India's Apparel Exports:
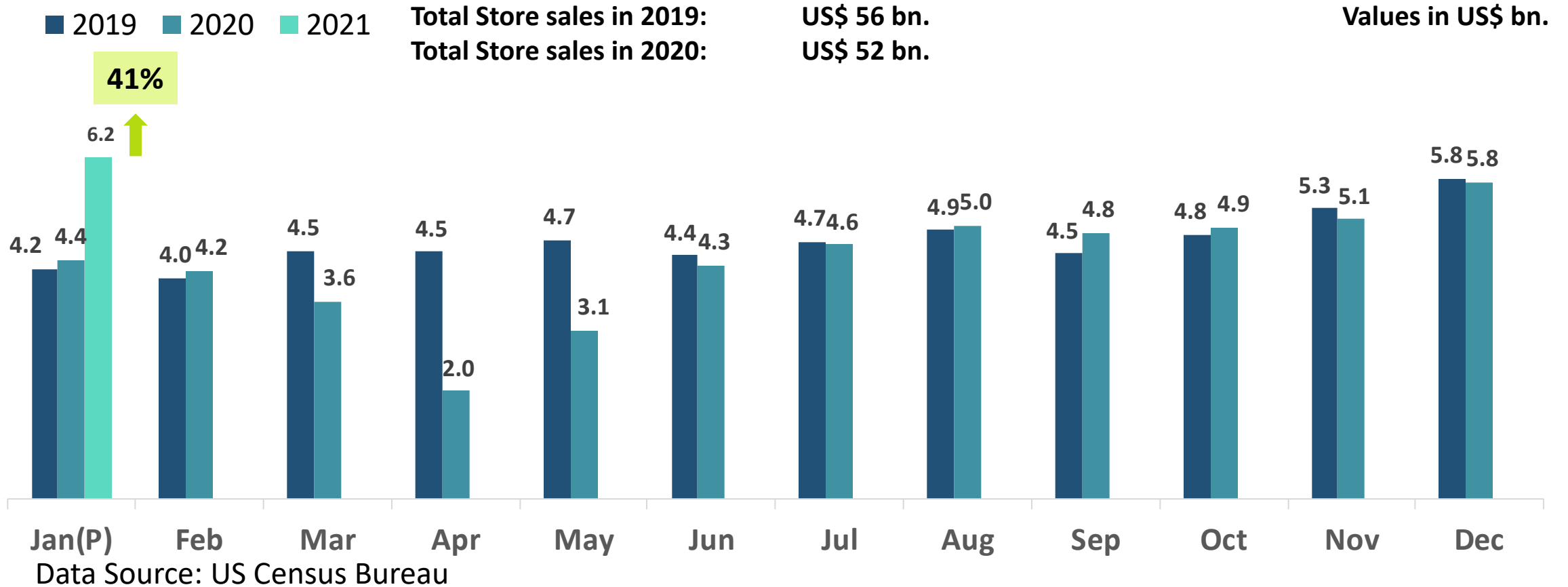- India's apparel export in 2020 was US$ 12.3 bn., 24% less than 2019 exports value of US 16.2 bn.

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US Market Scenario

Monthly Apparel Store Sales Trend

2019 **2020** **2021**

Total Store sales in 2019:   US$ 194 bn.
Total Store sales in 2020:   US$ 134 bn.

Values in US$ bn.

18%

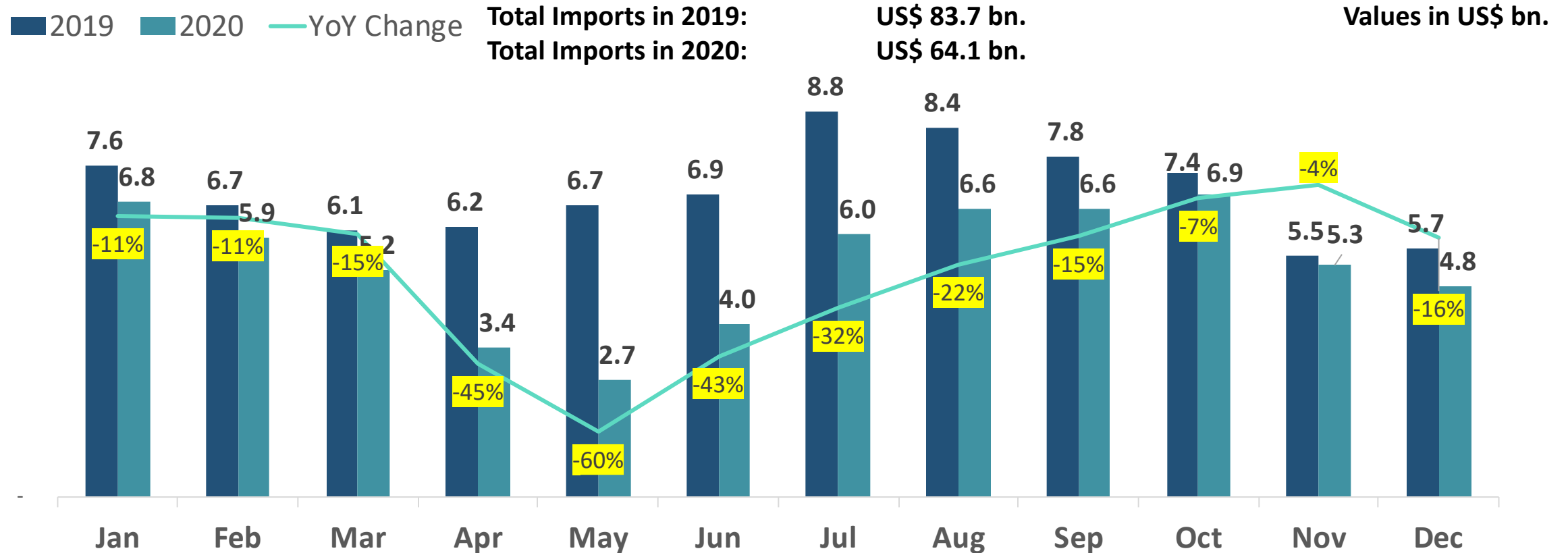| Month	2019	2020	2021
Jan(P)	11.9	12.1	14.3
Feb	12.3	13.1	
Mar	16.0	7.4	
Apr	15.6	1.9	
May	16.5	5.7	
Jun	15.4	10.7	
Jul	15.7	11.6	
Aug	16.7	12.5	
Sep	14.2	12.5	
Oct	15.8	13.7	
Nov	18.6	14.4	
Dec	23.6	19.0	

Data Source: US Census Bureau

US apparel store sales in 2020 was approx. US$ 134 bn. which is 30% lower compared to 2019. 2021 sales, however, have started on a positive note as they were up approx. 18% compared to Jan 2020 (when the lockdown was not in place).

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Monthly Home Furnishings Store Sales Trend

■ 2019 ■ 2020 ■ 2021

Total Store sales in 2019: US$ 56 bn.
Total Store sales in 2020: US$ 52 bn.

Values in US$ bn.

41%

Jan(P): 4.2 / 4.4 / 6.2
Feb: 4.0 / 4.2
Mar: 4.5 / 3.6
Apr: 4.5 / 2.0
May: 4.7 / 3.1
Jun: 4.4 / 4.3
Jul: 4.7 / 4.6
Aug: 4.9 / 5.0
Sep: 4.5 / 4.8
Oct: 4.8 / 4.9
Nov: 5.3 / 5.1
Dec: 5.8 / 5.8

Data Source: US Census Bureau

US home furnishing store sales fared better than apparel. It was approx. US$ 52 bn., only 8% down compared to 2019. In Jan. 2021, the home furnishing sales have shown a remarkable jump of 41% compared to Jan 2020.

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Monthly Apparel Import Trend

Legend: ■ 2019 ■ 2020 — YoY Change

Total Imports in 2019:   US$ 83.7 bn.
Total Imports in 2020:   US$ 64.1 bn.

Values in US$ bn.

Month	2019	2020	YoY Change
Jan	7.6	6.8	-11%
Feb	6.7	5.9	-11%
Mar	6.1	5.2	-15%
Apr	6.2	3.4	-45%
May	6.7	2.7	-60%
Jun	6.9	4.0	-43%
Jul	8.8	6.0	-32%
Aug	8.4	6.6	-22%
Sep	7.8	6.6	-15%
Oct	7.4	6.9	-7%
Nov	5.5	5.3	-4%
Dec	5.7	4.8	-16%

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

US apparel imports in 2020 was reported to be approx. US$ 64 bn. which is 23% lower than US$ 84 bn. reported in 2019.

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Share Change of Top 10 Apparel Suppliers

Data from Jan to Dec 2020

Country	Import Value (US$ mn.)	YoY share Change
China	15,155	-6.1%
Vietnam	12,570	3.4%
Bangladesh	5,229	1.1%
Indonesia	3,515	0.2%
India	3,020	-0.1%
Cambodia	2,824	1.2%
Mexico	2,203	-0.3%
Honduras	1,826	-0.5%
Jordan	1,527	0.3%
Sri Lanka	1,463	0.1%
Others	14,738	0.7%

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

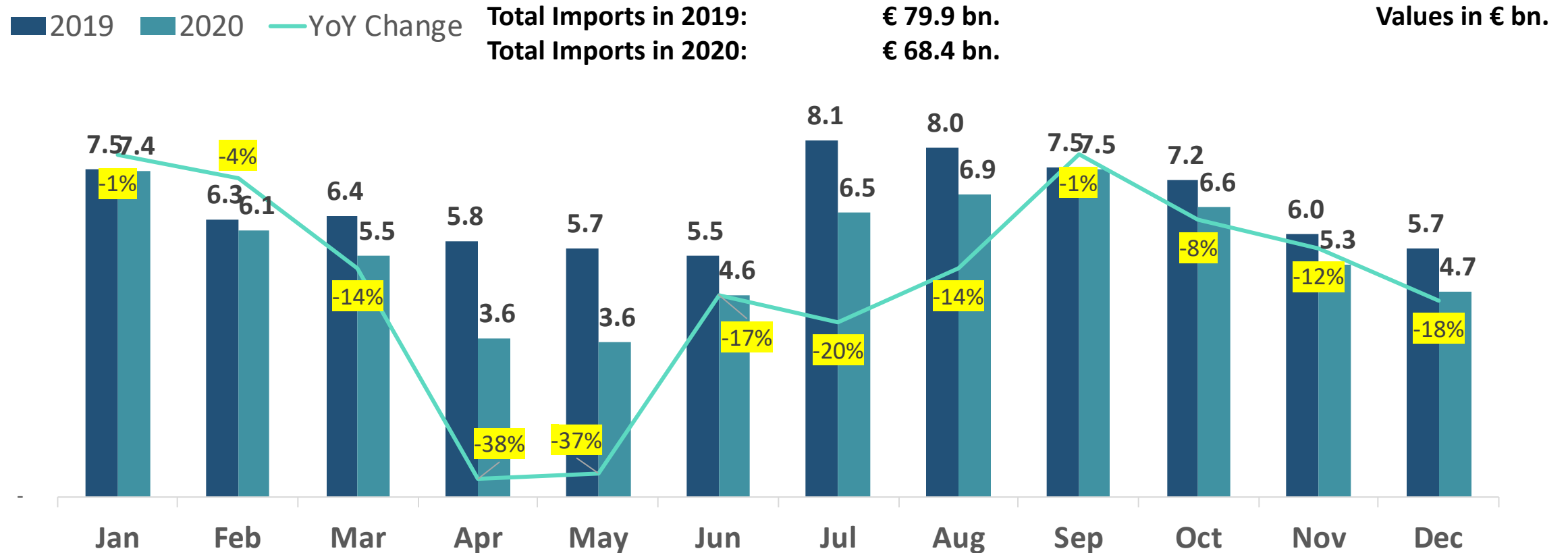**China lost approx. 6% share in the US apparel imports in 2020 which has mainly been taken up by Vietnam, Bangladesh and Cambodia.**

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EU Market Scenario
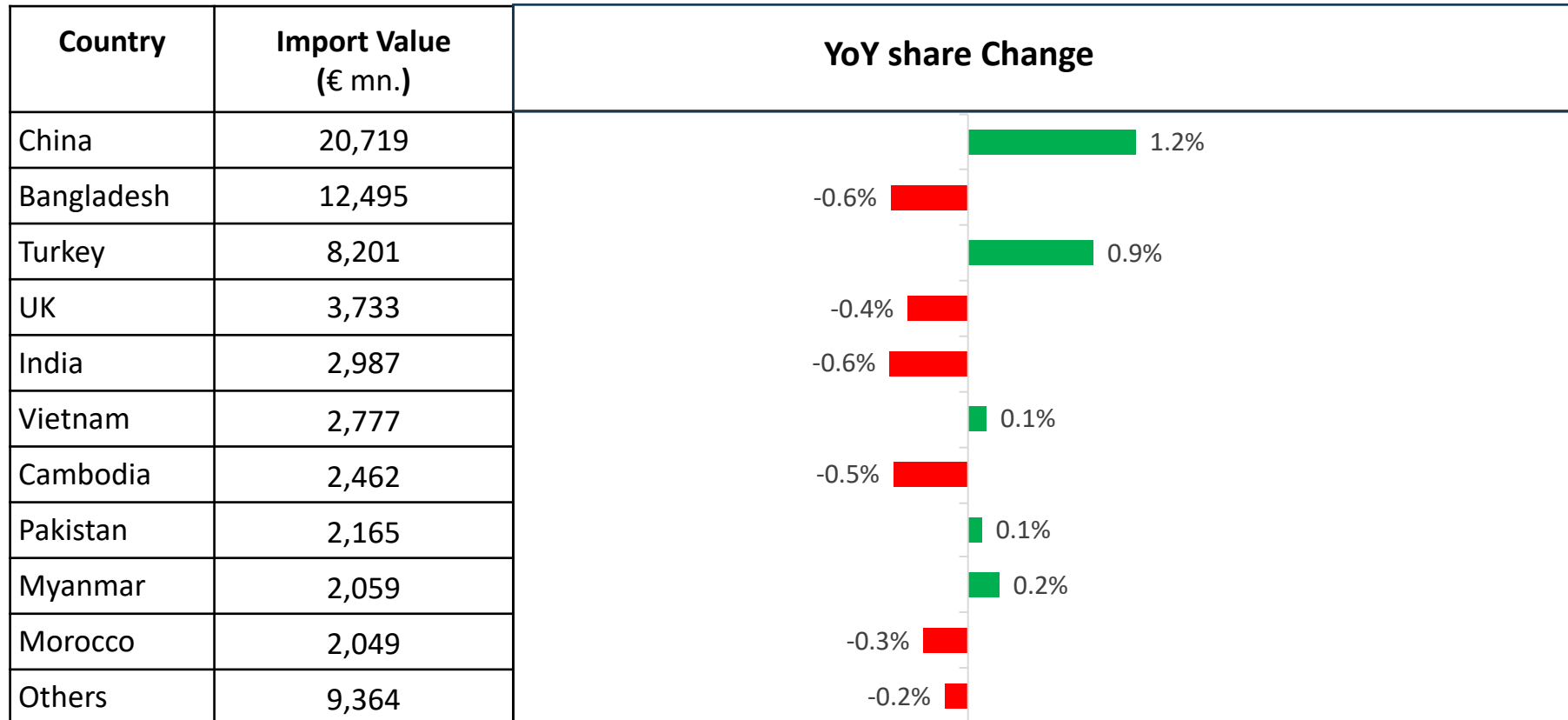
Monthly Apparel Import Update

Data Source: Eurostat; Extra EU-27 Imports Data

EU-27 apparel imports in 2020 was reported to be approx. € 68 bn which is 14% lower than US$ 80 bn. reported in 2019. EU imports were recovering faster than the US for most part of the year, except the last quarter due the second wave of COVID-19 there.

Share Change of Top 10 Apparel Suppliers

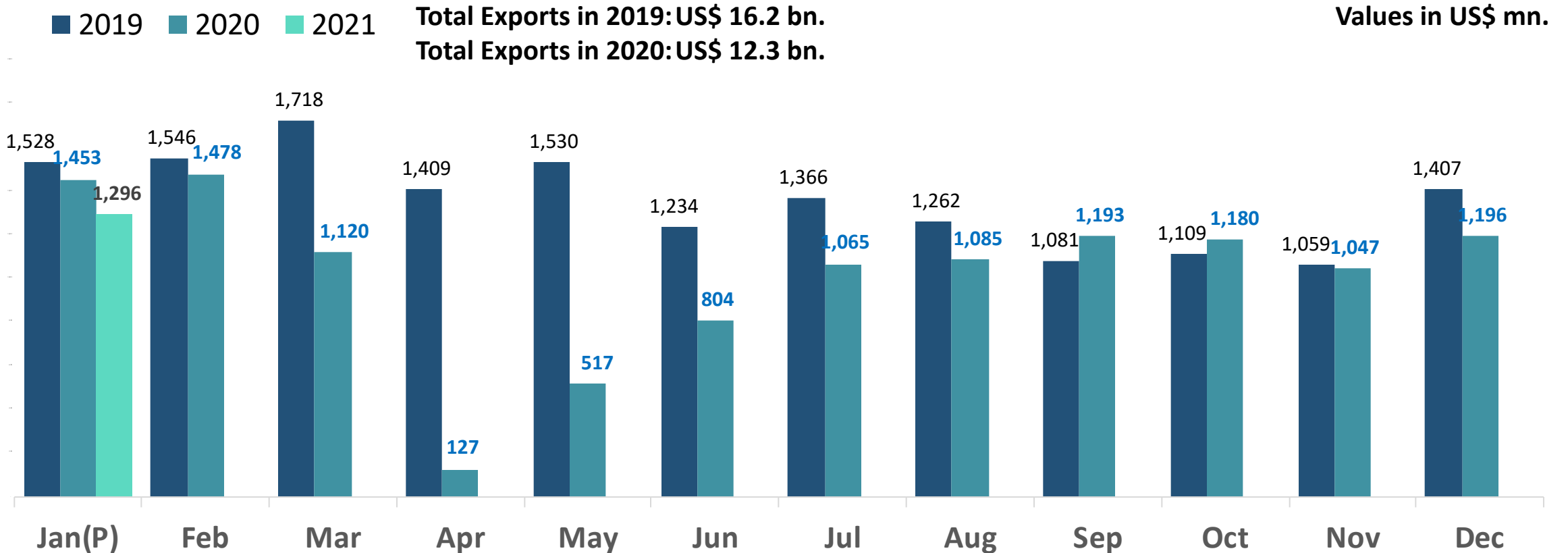| Country	Import Value (€ mn.)	YoY share Change
China	20,719	1.2%
Bangladesh	12,495	-0.6%
Turkey	8,201	0.9%
UK	3,733	-0.4%
India	2,987	-0.6%
Vietnam	2,777	0.1%
Cambodia	2,462	-0.5%
Pakistan	2,165	0.1%
Myanmar	2,059	0.2%
Morocco	2,049	-0.3%
Others	9,364	-0.2%

Data Source: Eurostat; Extra EU-27 Imports Data

China and Turkey increased their share by 1.2% and 0.9%, respectively in EU-27 market in 2020. The main losers were Bangladesh, India and Cambodia

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India Apparel Exports Scenario

Monthly Apparel Exports Trend

2019 **2020** **2021**   **Total Exports in 2019: US\$ 16.2 bn.**   **Values in US\$ mn.**
Total Exports in 2020: US\$ 12.3 bn.

Month	2019	2020	2021
Jan(P)	1,528	1,453	1,296
Feb	1,546	1,478	
Mar	1,718	1,120	
Apr	1,409	127	
May	1,530	517	
Jun	1,234	804	
Jul	1,366	1,065	
Aug	1,262	1,085	
Sep	1,081	1,193	
Oct	1,109	1,180	
Nov	1,059	1,047	
Dec	1,407	1,196	

Data Source: DGCI&S, GoI

India's apparel export in 2020 was US\$ 12.3 bn., 24% less than 2019 exports value of US 16.2 bn.

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