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Greatly influenced by the ever-changing consumer demands and preferences, the apparel industry, a key division of the textile business, is highly fragmented and competitive in India. Thanks to rapid urbanization and higher disposable incomes, the "price sensitive"™ Indian consumers are now becoming more brand-conscious. The growing fashion consciousness has turned women wear segment into a lucrative and highly evolving market. As per the estimate, carried out in our latest research report, the Indian women wear industry, which is worth around INR 540 Billion, will grow at a CAGR of more than 11% during 2012-2015.

Our report, "Indian Women Wear Market Forecast to 2015", estimates the current market size and presents forecasts on the basis of its in-depth study and analysis of feasible market trends, demographics, consumer behavior and spending patterns. It also studies how the markets of western wear, ethnic wear, innerwear, and fashion accessories are performing, and in which direction they are moving. We have looked into the current and expected trends for each market segment, and studied the developments going on in the Indian women wear industry. <http://www.bharatbook.com/market-research-reports/retail-market-research-report/indian-women-wear-market-forecast-to-2015.html>

While studying the latest industry trends, we observed that retail giants are now tapping the women's wear market in tier-II & tier-III cities by expanding their footprints to these locations. However, it was also found that there is still a vast difference between urban and rural women, in terms of buying habits and purchase decision making. market report

This analytical and comprehensive research thoroughly evaluates the women wear market in India. We have talked about the factors fueling growth in the market. Further, we have discussed the distribution channel and entry mode options for international players in this segment. Our report also presents the competitive landscape by giving an overview of the activities of key players, including Levi Strauss, Biba, and Madura Fashion. Overall, the study aims at providing a balanced outlook of the Indian women wear industry to clients to help them make sound investment decisions.

For more information kindly visit :

Indian Women Wear Market Forecast to 2015

Or

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