

Lingerie Industry in India - SWOT Analysis



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Overview

The Indian lingerie market has been unleashed like never before, it has undergone a transformational phase over the past few years. There has been much innovation in the making of lingerie and technology has influenced this. Within the USD 2.5 billion Innerwear Industry, women's innerwear is the fastest growing segment significantly outstripping the growth in the men's and overall innerwear market.

With evolving perception, lingerie has managed to be an essential part of a woman's wardrobe from being just a bare necessity and this change has led to a growth wave in the industry. Along with this, rising disposable income, growing organized retail, rising awareness among the consumer segment and growing focus on product extension and quality will further stimulate the gains for the industry. The industry, though faced with certain challenges will continue to march ahead driven by Indian consumption boom and compelling demand demographics in India.

We have estimated the industry to grow at a CAGR of 18% till 2015 and would be soaring to new heights. Indian Lingerie industry currently pegged at USD 1.5 billion in 2011 will jump to reach USD 3 Billion by 2015.

Scope of the report

- Industry at a glance
- Contains a study of the major internal and external factors affecting the industry in the form of a SWOT framework

Reasons to buy

- Gain insight into the industry in terms of the opportunities and threats that will augment and restrict its growth
- Get knowledge about the forte of the industry which will help it to ride in the lead

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OVERVIEW

SWOT ANALYSIS

STRENGTHS

1. Outsized Young customer base
2. No Substitutes!
3. Rising women populace
4. Non discretionary nature

WEAKNESS

1. Labour Intensive
2. Wedged in licenses & regulations
3. Cultural constraints
4. Low brand loyalty

OPPORTUNITIES

1. Rising Middle Class
2. Emergence of Working Women
3. Surge in disposable incomes
4. Growing Urbanization

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