Online Lingerie Market in India 2015-2019

Description:

About lingerie

India is one of the most attractive retail targets globally and represents a huge untapped market for lingerie. The term lingerie is mainly used for fashionable and alluring undergarments. Novelty, an evolving fashion industry, and growing need for comfort have resulted in increased demand for lingerie across geographies. The concept of online lingerie stores has enhanced the growth prospects of the lingerie market as it offers a wide range of international and private labels on a single platform.

The analysts forecast the online lingerie market in India to grow at a CAGR of 42.32% over the period 2014-2019.

Covered in this report

This report covers the present scenario and the growth prospects of the online lingerie market for India for the period 2015-2019. To calculate the market size, the report considers the revenue generated from the online sales of lingerie. Product segments such as bras, daywear, loungewear, shapewear, sleepwear, and panties have been discussed in the report.

The report, Online Lingerie Market in India 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers India; it also covers the online lingerie market landscape in India and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors
- Gokuldas Intimatewear (GI, Enamor)
- Jockey International (Jockey)
- Lovable Lingerie (Lovable)
- MAS Holdings (Amante)
- MTC Ecom (PrettySecrets)

Other prominent vendors
- Baci Lingerie
- Calvin Klein
- Chantelle
- Cloe
- Etam
- Hanes Brands
- La Maison Lejaby
- Laceandme
- Lindex
- Lise Charmel
- Triumph
- Wacoal
- Wolf Lingerie
- Wolford

Market drivers
- Changing consumer preferences
- For a full, detailed list, view our report

Market challenges
- Difficulty in choosing right product
- For a full, detailed list, view our report

Market trends
- Increased penetration in smaller towns
- For a full, detailed list, view our report
Key questions answered in this report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key Market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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