

Global Maternity Apparel Market is Expected to Cross \$7 Billion by 2023 | Report by Arizton Advisory & Intelligence

Asos, Seraphine, Cake Maternity, and Destination Maternity are the leading vendors in the global market.

CHICAGO, IL, UNITED STATES, November 16, 2017 /EINPresswire.com/ -- The global [maternity apparel](#) market is expected to cross \$7 billion by 2023 and is likely to grow at a CAGR of more than 2% during the forecast period 2016–2023. Pregnant women are demanding stylish and designer clothes

due to presence of high fashion sense among women across the world. The demand for pregnancy wears is high from developed regions such as North America and Europe. The presence of high fashion-conscious consumers and the high disposable income are the major reasons for the high demand for maternity apparel in these regions.



North America dominated the global maternity apparel market with market share of 33.11% in 2016, followed by Europe”

Sarah, Sr. Analyst

View report : [Maternity Apparel Market - Global Outlook and Forecast 2017 - 2023](#)

Maternity Apparel Market: Key Vendor Analysis

Global players to increase their presence in the market

The market is characterized by the presence of diversified global, regional, and local vendors. However, as global players increase their presence in the market with their huge infrastructure and R&D support, regional vendors find it increasingly difficult to compete in terms of reliability, technology, and price. Following are the main vendors in the market:

Asos
Seraphine
Cake Maternity
Destination Maternity

Other vendors in the market include H&M, GAP, Pinkblush Maternity, Belabumbum, Boobdesign, Brunelli & Co., Yashram Lifestyle Brands, Hotmilk Lingerie, House of Napius, Mamacouture, Tiffany Rose, Anita Dr. Helbig, Bravado Designs, and Zivame.

The report provides a holistic view of the global maternity apparel market, the companies involved in the market, and the factors driving its growth. It also provides information about some of the latest trends that are likely to become strong market driving forces over the next five years. This report also



provides the Porter's Five Forces analysis along with a description of each force and its impact on the market. Further, the report also provides complete value chain analysis of the global market.

Maternity Apparel Market Dynamics

Introduction of organic and radiation proof clothing to drive the market growth

Growing number of working pregnant women and increasing demand from developing regions are the basic factors that will boost the maternity apparels market. Introduction of organic and radiation proof clothing, presence of innovative innerwear, increased sales through online shops are the latest trends and opportunities in the market that are likely to affect the market during the forecast period. The report also includes the expected challenges that are going to hinder the market growth. Reduced birth rates and delayed marriage can slow down the market growth during the forecast period.

Maternity Apparel Market: Segmental Overview

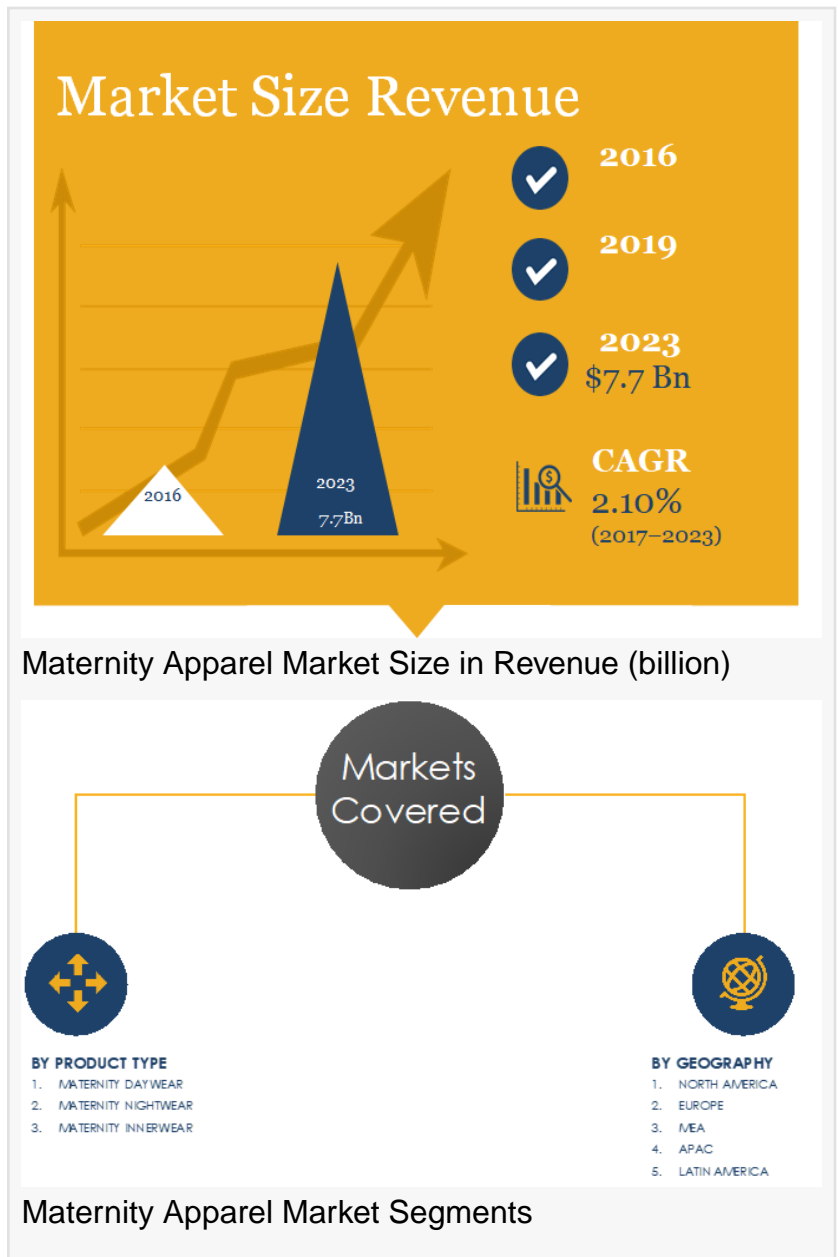
Daywear apparel segment is the largest segment

The daywear segment is the largest one in the global maternity apparel market and is expected to remain the dominant segment during the forecast period. Vendors are focusing on introducing stylish daywear for occasions such as marriage, evening gowns, wedding guest, and party wears, thereby driving the daywear apparel market. Since the trend of wearing various stylish daywear is increasing, the demand for maternity bras with different shapes and designs is also increasing. The innerwear segment is going to witness the fastest growth during the forecast period. Many women prefer doing exercise and yoga during pregnancy, thereby increasing the demand for active innerwear. Analysts at Arizton expect that with the increase in awareness among pregnant women in developing regions, the demand for pregnancy night wear will also increase.

The report provides the market size of the following segments:

Product Type

- Daywear
- Nightwear
- Innerwear



[Looking for more information? Request a free Sample.](#)

Maternity Apparel Market: Geographical Analysis

North America to remain the dominant market

North America dominated the global maternity apparel market with market share of 33.11% in 2016, followed by Europe. The demand is high in the developed regions such as North America and Europe due to presence of high fashion-conscious consumers. A majority of the vendors are present in these developed regions. However, with the increasing number of fashion conscious consumers and growing disposable income, manufacturers are focusing on developing regions such as APAC and Latin America.

Major geographies considered are as following:

APAC
EMEA
North America
Latin America

Key Countries

Africa
Brazil
Canada
China
France
GCC
India
UK
US

Related Report

Maternity Care Market - Global Outlook and Forecast 2017 - 2023

<https://www.arizton.com/reports/healthcare-lifesciences/maternity-care-market>

Maternity Vitamins Market - Global Outlook and Forecast 2017 - 2023

<https://www.arizton.com/reports/healthcare-lifesciences/maternity-vitamins-market>

About Arizton Advisory & Intelligence

Arizton – Advisory and Intelligence is an innovation and quality-driven firm, which offers cutting-edge research solutions to clients across the world. We excel in providing comprehensive market intelligence reports and advisory and consulting services.

Arizton has gained a paramount standpoint in the market research arena as it offers top of the line solutions to clients to assess market landscape and to finalize foolproof business strategies. We are committed to provide inclusive market research reports and consulting services to clients from diversified industries including –Consumer Goods & Retail Technology, Automotive and Mobility,

Smart Tech, Healthcare and Lifesciences, Industrial Machinery, Chemicals and Materials, IT and Media, Logistics and Packaging

Arizton comprises a team of exuberant and well-experienced analysts who have mastered in generating incisive reports. Our specialist analysts possess exemplary skills in market research. We train our team in advanced research practices, techniques, and ethics to outperform in fabricating impregnable research reports.

Mail: enquiry@arizton.com
Call: +1-312-465-7864

Jessica Shirley
Arizton Advisory and Inteligence
+1-312-465-7864
[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.