Plus Size clothing Market is Predicted to be Worth $696,712.1 Million by 2027, and 5.9% CAGR Forecasted for 2021 to 2027

The plus size clothing market is segmented on the basis of type, gender, age group, price point, and region.

https://www.alliedPlus Size clothing Market marketresearch.com/plus-size-clothing-market-A07966

5933 NE WIN SIVERS DRIVE, PORTLAND, OR, UNITED STATES, September 1, 2023 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Plus Size clothing Market]() by Type, Gender, Age Group and Price Point: Global Opportunity Analysis and Industry Forecast, 2021-2027". The report provides a detailed analysis of the top investment pockets, top winning strategies, drivers & opportunities, market size & estimations, competitive landscape, and changing market trends.

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> In 2019, North America was the highest revenue contributor, accounting for $1,70,691.5 million in 2019, and is estimated to reach $2,50,816.3 million by 2027, with a CAGR of 6.1%."
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> *Shankar Bhandalkar*

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Rise in demand for plus size clothing, owing to growth in obese population, rise in confidence of consumers, and increase in number of brands offering plus size range garments has propelled the growth of plus size clothing market. Rise in demand for plus size clothing owing to obese and overweight population, growing trend of body positivity, and rise in confidence among plus size women due to strong fashion advertisements and promotional campaigns drive the growth of the plus size clothing market.

Rise in demand for plus size clothing owing to obese and overweight population, growing trend of body positivity, and rise in confidence among plus size women due to strong fashion advertisements and promotional campaigns drive the growth of the plus size clothing market. However, high pricing for retailers and complexity in manufacturing curtail down the growth to certain extent. Moreover, rise in availability of plus size clothing via omni channel retail and growth in brand presence in the industry offer a number of lucrative opportunities to the market players.

Based on type, the casual wear segment contributed to nearly one-third of the global plus size clothing market share in 2019 and is anticipated to lead the trail during the study period. This is due to growing adoption and acceptance of casual wear among consumers for social occasions. On the other hand, the sportswear segment would grow at the fastest CAGR of 6.4% by 2027. The change in consumer choices and preferences and increasing inclination towards athleisure sportswear drive the growth of the segment.

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Based on gender, the male segment held largest market share with around half of the global plus size clothing market revenue in 2019 and is expected to rule the roost during the forecast period. This is attributed presence of proportionately large male obese population and high spending on plus size clothing. On the other hand, the female segment is expected to manifest the fastest CAGR of 7.50% throughout 2027.

Based on geography, North America dominated the market with major share in 2019, holding more than one-third of the global plus size clothing market. This is owing to the factors such as availability of largest obese population and highest consumer spending on plus size clothing in this region. Moreover, the Asia-Pacific region is also anticipated to register the fastest CAGR of 6.50% during 2020 to 2027. This is owing to the increasing average caloric intake per individual among middle class and high-income households in this province.

The key players operating in the global plus size clothing market analysis include (H&M) Hennes & Mauritz AB, Ralph Lauren Corporation, Adidas AG (Adidas), PUMA SE, Nike, Inc. (Nike), ASOS plc, Capri Holdings Limited (Michael Kors), WHP Global (Anne Klein), Punto Fa SL (MANGO Inc.) and Under Armour, Inc.

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□ By type, the casual wear plus size clothing segment was the highest contributor to the plus size clothing market, with $1,48,158.9 million in 2019, and is estimated to reach $2,20,779 million by 2027, at a CAGR of 6.3% during the forecast period.

▯ By gender, the male segment was the highest contributor to the market, with $2,41,736.50 million in 2019, and is estimated to reach $3,38,032.8 million by 2027, at a CAGR of 6.8% during the forecast period.
▯ By age group, the 16 to 59 segment was the highest contributor to the market, with $2,82,918.9 million in 2019, and is estimated to reach $4,09,215 million by 2027, at a CAGR of 5.9% during the plus size clothing market forecast period.
▯ By price point, the mid-range segment was the highest contributor to the market, with $1,79,370.6 million in 2019, and is estimated to reach $2,58,260.7 million by 2027, at a CAGR of 5.8% during the forecast period.
▯ In 2019, North America was the highest revenue contributor, accounting for $1,70,691.5 million in 2019, and is estimated to reach $2,50,816.3 million by 2027, with a CAGR of 6.1%.

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▯ Procure strategically important competitor information, analysis, and insights to formulate effective R&D strategies.
▯ Recognize emerging players with potentially strong product portfolio and create effective counter-strategies to gain competitive advantage.
▯ Classify potential new clients or partners in the target demographic.
▯ Develop tactical initiatives by understanding the focus areas of leading companies.
▯ Plan mergers and acquisitions meritoriously by identifying Top Manufacturer.
▯ Develop and design in-licensing and out-licensing strategies by identifying prospective partners with the most attractive projects to enhance and expand business potential and Scope.
▯ Report will be updated with the latest data and delivered to you within 2-4 working days of order.
▯ Suitable for supporting your internal and external presentations with reliable high-quality data and analysis.
▯ Create regional and country strategies on the basis of local data and analysis.

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▯ Sustainable Athleisure Market is projected to reach $53,431.5 million by 2030
▯ Compression Wear and Shapewear Market is estimated to reach $6.95 billion by 2030

▯ Golf Clothing Market is projected to reach $1,554.3 million by 2030
https://www.alliedmarketresearch.com/golf-clothing-market-A12502

▯ Pet Clothing Market is projected to reach $7.66 billion by 2031
https://www.alliedmarketresearch.com/pet-clothing-market-A16890

 Back to College Products Market is projected to reach $686.1 billion by 2030
https://www.alliedmarketresearch.com/back-to-college-products-market-A14606

 Silk Market is projected to reach $34.1 billion by 2031
https://www.alliedmarketresearch.com/silk-market

David Correa
Allied Analytics LLP
1 800-792-5285
email us here
Visit us on social media:
Facebook
Twitter
LinkedIn
