

Ethnic Wear Market Pegged for Robust Expansion by 2031 | Industry Growth and Opportunities

Increasing demand for fusion wear globally, the emergence of mix-and-match styles, the availability of high-end brands, the rising number of fashion influencers

WILMINGTON, DE, UNITED STATES, June 1, 2026 /EINPresswire.com/ -- According to the report, the global [ethnic wear market](#) generated \$89.3 billion in 2021, and is anticipated to generate \$177.2 billion by 2031, witnessing a CAGR of 7.2% from 2022 to 2031.



The increasing demand for fusion wear globally, the emergence of mix-and-match styles, the availability of high-end brands, and the rising number of fashion influencers drive the growth of the global ethnic wear market. However, less acceptance of ethnic wear in the corporate world restricts the market growth. Moreover, innovative designs and digital marketing present new opportunities in the coming years.

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The ethnic wear market is expected to witness significant growth due to increasing demand for fusion wear, rising number of Fashion Influencers, and the increasing popularity of Indian ethnic wear. Moreover, innovative designs and digital marketing is anticipated to boost the overall revenue of the industry.

The market for ethnic wear is mostly driven by the rising number of fashion influencers across the globe. It is difficult to overlook the importance of influencers, especially the smaller-scale influencers who provide more sensible and persuasive content. They have a sincere and committed following that respects their fashion and lifestyle opinions because of their relatability. Brands are aiming for this friendship between the two in order to have a genuine

presence in the social media community where they are in contact with their customers. It also enables a business to produce new items and become more consumer friendly. The market is expanding even more owing to the capability of direct customer communication.

The ethnic wear market demand shows high growth potential in North America and LAMEA. Significant contributors to the growth of the North America market due to the growing popularity of ethnic wear and the launch of newer styles and premium price-based products are expected to garner the growth of the ethnic wear market. Ethnic wear manufacturers aim at the development of products which are truly sustainable, affordable, innovative, and creative.

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On the other hand, less acceptance of ethnic wear in the corporate world negatively influences the demand globally. The demand for ethnic wear among working women would be further hampered by the increasing number of working women around the world, which is predicted to impede the growth of the ethnic wear market over the forecast period. Furthermore, Local manufacturers are using poor product quality materials for making ethnic wear is one of the factors which is expected to hinder ethnic wear market growth over the forecast period.

The Ethnic wear market analysis is segmented on the basis of type, end user, distribution channel, and region. As per type, the market is classified into traditional wear and fusion wear. According to end user, the market is classified into men, women, and kids. Based on distribution channel, the market is classified into online and offline. Further, the offline segment is classified into specialty store, retail store, and others. Region wise, it is analyzed across North America (U.S., Canada, Mexico), Europe (Russia, Spain, Italy, France, Germany, UK, Rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Australia, Rest of Asia-Pacific), and LAMEA (Brazil, Argentina, Chile, and Rest of Lamea).

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Based on region, Asia-Pacific held the highest market share in terms of revenue in 2021, accounting for nearly three-fifths of the global [ethnic wear industry](#), and is likely to dominate the market during the forecast period. India, which offers a vast variety of ethnic clothes, is one of the main contributors to the regional ethnic wear market. Over the course of the forecast period, the market for ethnic wear is anticipated to rise due to the rising popularity of Indian ethnic wear and the rising demand for it from the rest of the world. However, the LAMEA region is expected to witness the fastest CAGR of 8.5% from 2022 to 2031. Increase in spending capabilities, owing to the rising ethnic wear market trends and Focus on Research and Development (R&D) initiatives by market players.

Leading Market Players: -

TCNS Clothing Co. Ltd.,
BIBA Fashion Limited,
Nesavaali Ltd.,
Vedant Fashions Limited,
Raymond Limited,
Thebe Magugu (Proprietary) Limited,
Landmark Group,
Afrikrea,
Ochre & Black Private Limited,
Modanisa Elektronik Magazacilik ve Tic.A.S.,
Newhanfu,
ELIA SAAB,
Rain & Rainbow,
Diwan Saheb Fashions Pvt. Ltd.,
Fabindia Limited

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