Apparel Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Apparel, Footwear & Accessories (Consumer Goods & Services)
> **Source:** https://www.mordorintelligence.com/industry-reports/apparel-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 1.44 trillion
Projected Forecast (2031)	USD 1.44 trillion
Growth Rate (CAGR)	3.12 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Apparel industry](images/chart_2.png)

![Apparel Market Size](images/chart_3.png)

![Apparel Market Share by Product Type, 2025](images/chart_4.png)

![Apparel Market Share by Category, 2025](images/chart_5.png)

![Apparel Market Growth Rate by Region](images/chart_6.png)

![Apparel Market Concentration](images/chart_7.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period

|

2021 - 2031
|

Market Size (2026)
|

USD 1.44 Trillion
|

Market Size (2031)
|

USD 1.68 Trillion
|

Growth Rate (2026 - 2031)
|

3.12 %
|

Fastest Growing Market
|

South America
|

Largest Market
|

Asia Pacific
|

Market Concentration
|

Medium
|

Major Players

*Disclaimer: Major Players sorted in no particular order

|

Market Overview

Apparel Market Analysis by Mordor Intelligence

The Apparel Market size was valued at USD 1,400 billion in 2025 and estimated to grow from USD 1,443.68 billion in 2026 to reach USD 1,681.37 billion by 2031, at a CAGR of 3.12% during the forecast period (2026-2031). The market growth is driven by the recovery in discretionary spending, increased digital adoption, an d consumer preference for comfort-oriented clothing, despite inflation affecting purchasing power in developed markets. The younger demographic influences market dynamics by preferring brands that integrate fashionable designs with proven sustainability practices. This has led to increased near-shoring activities, use of recycled materials, and circular economy initiatives, including recycling programs, garment collection, and sustainable packaging. Manufacturers are moving towards environmentally responsible materials while maintaining quality, durability, moisture-wicking capabilities, and color retention. Data-driven merchandising strategies and on-demand manufacturing have shortened production cycles, enhanced inventory management, and reduced markdown losses. These technological advancements enable retailers to forecast consumer preferences, manage stock levels efficiently, and adapt to fashion trends through automated production systems and digital supply chain solutions.

Key Report Takeaways

* By product type, casual wear led with 36.78% revenue share in 2025; sportswear is forecast to expand at a 4.52% CAGR through 2031.
* By end user, women's apparel commanded 51.92% of the apparel market share in 2025, while children's apparel records the fastest projected CAGR at 3.01% to 2031.
* By fabric material, cotton accounted for 41.10% of the apparel market size in 2025; Nylon is set to grow at a 4.98% CAGR between 2026-2031.
* By category, the mass segment held 88.65% of 2025 revenue, whereas the premium segment is projected to increase at 4.95% CAGR through 2031.
* By distribution channel, offline stores retained 69.95% share in 2025, yet online stores are rising fastest at a 4.62% CAGR to 2031.
* By geography, Asia-Pacific captured 36.85% of global spending in 2025 and South America is forecast at a 5.78% CAGR, the highest among all regions.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Apparel Market*

DRIVER |
(~) % IMPACT ON CAGR FORECAST |
GEOGRAPHIC RELEVANCE |
IMPACT TIMELINE |

Technological innovations in fabric and design

|

+0.6%
|

North America, Europe, Asia-Pacific

|

Medium term (2-4 years)
|

Sports participation growth

|

+0.4%
|

North America, Europe, Asia-Pacific
|

Medium term (2-4 years)

|

Social-media-led trend diffusion

|

+0.5%
|

Global, stronger in Asia and North America
|

Short term (≤ 2 years)
|

Globalisation of fashion tastes

|

+0.3%

|

Global

|

Medium term (2-4 years)

|

Sustainability-led purchasing

|

+0.5%

|

Europe, North America, emerging in Asia

|

Long term (≥ 4 years)

|

Gender neutrality and inclusivity

|

+0.2%

|

Urban centers worldwide

|

Medium term (2-4 years)

|

Source: Mordor Intelligence
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Competitive Landscape

Competitive Landscape

The global apparel market features moderate concentration and major players focus on product innovation and business model evolution. Companies invest in sustainable materials and manufacturing processes while creating collections that ref lect evolving consumer preferences. Digital transformation remains essential, with brands expanding their omnichannel presence and implementing AR, VR, and AI technologies to improve customer experiences. Brand development and market expansion rely on partnerships with celebrities, designers, and digital influencers. Companies are growing their geographic presence through online and offline channels, particularly in emerging markets. The industry focuses on supply chain optimization and logistics improvements to reduce time-to-market and enhance inventory management.

The clothing industry maintains a fragmented structure, comprising global conglomerates and specialized regional players operating across various price segments and product categories. Global corporations such as VF Corporation, Nike Inc., H&M Group, Fast Retailing Co. Ltd. (Uniqlo) and Adidas AG control significant market share through diverse brand portfolios and extensive retail networks. Regional players maintain strong local positions through market expertise and targeted product offerings. The market experiences ongoing consolidation through mergers and acquisitions, especially in luxury and premium segments, as companies expand their portfolios and improve operational efficiency.

Direct-to-consumer brands and digital-first companies continue to transform traditional retail models. Established companies respond by acquiring emerging brands and technology firms to enhance digital capabilities and reach younger consumers. The industry demonstrates increased collaboration between luxury and streetwear brands, reflecting diminishing boundaries between market segments and the growing importance of casual wear trends.

Apparel Industry Leaders

*

VF Corporation

*

H&M Group

*

Fast Retailing Co. Ltd. (Uniqlo)

*

Nike Inc.

*

Adidas AG

*

*Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

For this study, the apparel market covers consumer clothing sold through offline and online channels, valued at retail prices, and includes everyday wear, formal wear, sportswear, and nightwear across major regions.

Scope exclusions: Footwear, bags, jewelry, and other fashion accessories are not counted under apparel in this sizing.

Segmentation Container

* By Product Type
  * Formal Wear
  * Casual Wear
  * Sportswear
  * Nightwear/Loungewear
  * Intimate
  * Other Product Types
* By End User

*
Men

*
Women

*
Children

*
By Fabric Material

*
Cotton

*
Polyester

*
Nylon

*

Denim

*
Other Fabric Types

*
By Category

*
Mass

*
Premium

*
By Distribution Channel

*
Offline Stores

*
Online Stores

*
By Geography

*
North America

*
United States

*
Canada

*
Mexico

*
Rest of North America

*

Europe

*
Germany

*
United Kingdom

*
Italy

*
France

*
Spain

*
Netherlands

*
Poland

*
Belgium

*
Sweden

*
Rest of Europe

*
Asia-Pacific

*
China

*
India

*
Japan

* Australia

* Indonesia

* South Korea

* Thailand

* Singapore

* Rest of Asia-Pacific

* South America

*
Brazil

*
Argentina

*
Colombia

*
Chile

*
Peru

*
Rest of South America

*
Middle East and Africa

*
South Africa

*
Saudi Arabia

*
United Arab Emirates

*
Nigeria

*
Egypt

*
Morocco

*
Turkey

*
Rest of Middle East and Africa

Frequently Asked Questions

How big is the Apparel Market?

The apparel market size is expected to reach USD 1.44 trillion in 2026 and grow at a CAGR of 3.12% to reach USD 1.68 trillion by 2031.

Who are the key players in Apparel Market?

PVH Corp., Inditex, Kering S.A., LVMH and Aditya Birla Group are the major companies operating in the apparel market.

Which is the fastest growing region in Apparel Market?

South America is the fastest-growing region in the apparel market, projected to expand at a 5.78% CAGR through 2031, driven by rising digital adoption, a young consumer base, and growing demand for affordable fashion.

Which product type segment has the biggest share in Apparel Market?

In 2025, casual wear accounts for the 36.78% share in Apparel Market.