The European market potential for dresses and skirts

The value of the European dresses and skirts import market is estimated at €13.6 billion, making it a large apparel subsegment. The dresses product segment accounts for 81.3% of this market, while the skirts segment accounts for 18.7%.

Contents of this page

This apparel subcategory undergoes continuously changing and seasonal trends; currently, consumers prefer items with elaborate designs that require a higher amount of fabric to create long skirts and add ribbons or other accessories.

The best opportunities for the import of dresses and skirts to the EU are in Germany, the United Kingdom and Spain, who are the biggest importers of dresses and skirts in the EU and also the biggest importers of dresses and skirts from developing countries.

However, the sourcing of dresses and skirts from developing countries is accepted by European countries, but only accounts for 12.3% of the total imports to the EU in total with a growing tendency.

1. Product description

Dresses and skirts are clothing that is worn predominantly by women and girls during the day, at home as well as at work. The category consists of dresses and skirts of different fabrics/textiles.

The skirt sub-segment includes divided and non-divided skirts, knitted and crocheted, of wool or fine animal hair, cotton, synthetic fibres, other textile materials and excluding petticoats (HS Codes: 61045100, 61045200, 61045300, 61045900, 62045100, 62045200, 62045300, 62045910)

The dress sub-segment includes knitted and crocheted dresses, of wool or fine animal hair, cotton, synthetic fibres and other textile materials and excluding petticoats (HS Codes: 61044100, 61044200, 61044300, 61044400, 61044900, 62044100, 62044200, 62044300, 62044400, 62044900).

2. What makes Europe an interesting market for dresses and skirts?

Europe is a significant world importer of dresses and skirts. In 2019, the value of dresses and skirts imports to Europe, including Intra-EU imports, accounted for €13.6 billion, up from €8.9 billion in 2014. This corresponded to roughly 1.4 billion units of clothing in 2019 (up from 1.1 billion in 2014). Over the last five years, the value of EU's dresses and skirts imports has grown an average of 9% annually, which is significantly higher than the 5.8% average growth of all EU apparel imports in 2018 as reported in CBI Study 'What is the demand?'. The Category has shown a high and steady growth over the last five years. The demand for dresses and skirts is expected to continue to grow again in 2021 after a decline in 2020 due to the coronavirus.

Figure 1: European Union dresses and skirts Imports

in € billion

Dresses are the larger product segment in the product category, representing €11.2 billion in imports or approximately 81.3% of the total segment value, followed by skirts with €2.6 billion and an 18.7% market share. Dresses are also the faster growing subsegment, with an average annual growth of 9.9% over the last five years, while the skirts segment grew by 6.5% annually.

Table 1: Dresses & Skirts imports to EU by segment, 2019 EUR value; % share of the consolidated segment; average five-year compound growth

Category	Value	% Share of Dresses & Skirts	5-yr growth average
Dresses	€11.225 m	81.3%	↑9.9%
Skirts (divided and undivided)	€2.558 m	18.7%	↑6.5%
Consolidated segment	€13.658 m	100%	↑9%

Source: Eurostat

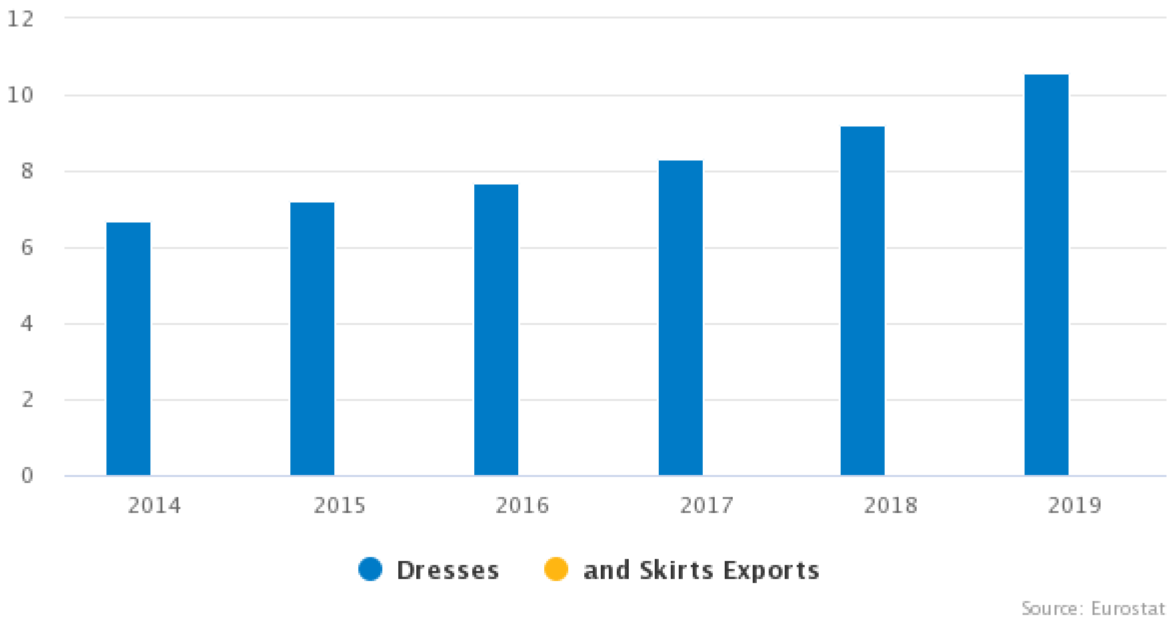
The EU is also a large re-exporter of dresses and skirts. In 2019, it exported dresses and skirts for a value of €10.6 billion (up from €7.2 billion in 2015). The EU dresses and skirts export market grew at an average yearly rate of 6.9% between 2014 and 2019.

The biggest EU exporters in 2019 were Germany (€2.0 billion), Spain (€1.6 billion), Italy (€1.5 billion), the United Kingdom (€1.1 billion), France (€892 million) and Poland (€747 million). Together, these six countries represent over 74% of the EU's dresses and skirts exports. Out of these six countries, Poland (21.3%), Spain (12.6%) and Germany (10.7%) have experienced the strongest growth in exports in the last five years. Italy (6.7%), France

(4.4%), and the United Kingdom (4.4%) saw single-digit growth. Generally, Slovakia (-26.4%), Estonia (-2.8%) and Lithuania (-1.6%) are the only European countries that have been experiencing a decrease recently.

Figure 2: European Union Dresses & Skirts Exports

in € billion



Currently, the value of EU dresses and skirts is evenly split between dresses and skirts originating from inside the EU and outside of the EU, at 47% and 53% respectively. In 2019, developing country suppliers contributed 12.6% of all dresses and skirts imports into the EU in terms of value (up from 10.5% in 2014) and suppliers from the rest of the world accounted for 35.2% (down from 42% in 2014). The value of EU dresses and skirts imports originating from the developing countries amounted to €1.7 billion in 2019 and has grown at an average yearly rate of 13% since 2014. This demonstrates that there is a strong demand for dresses and skirts from developing countries.

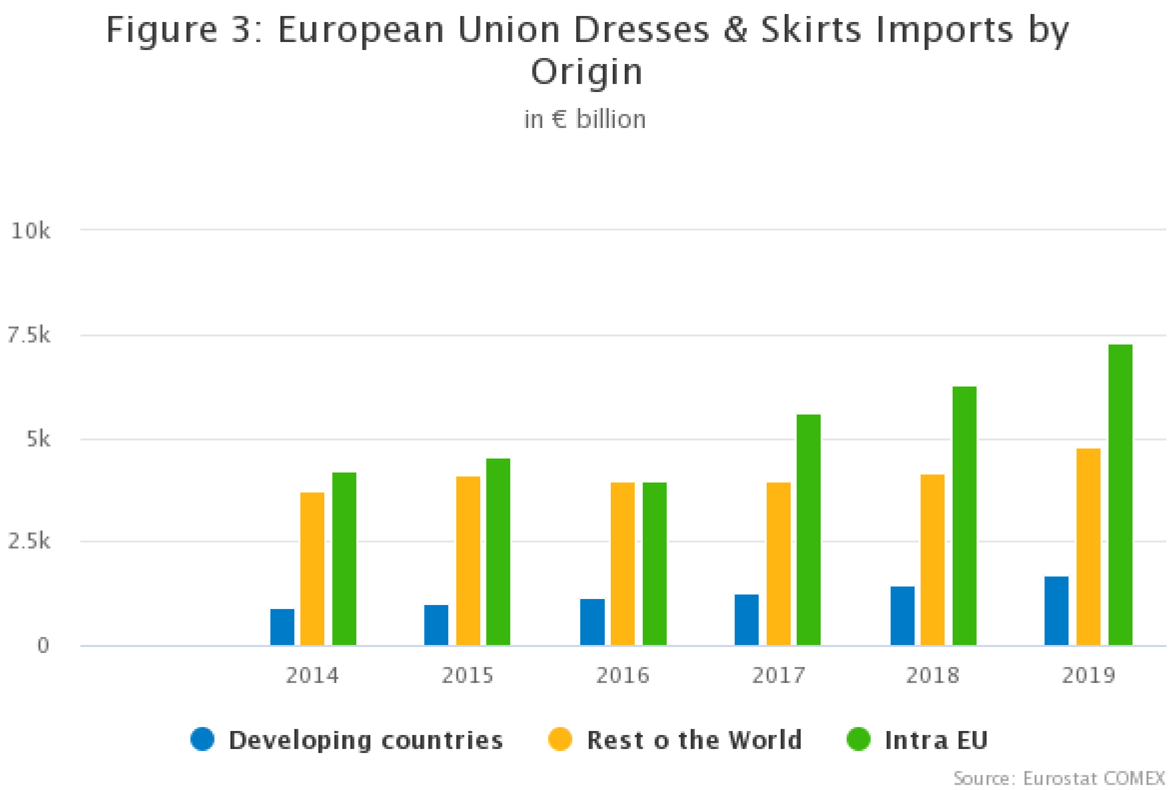
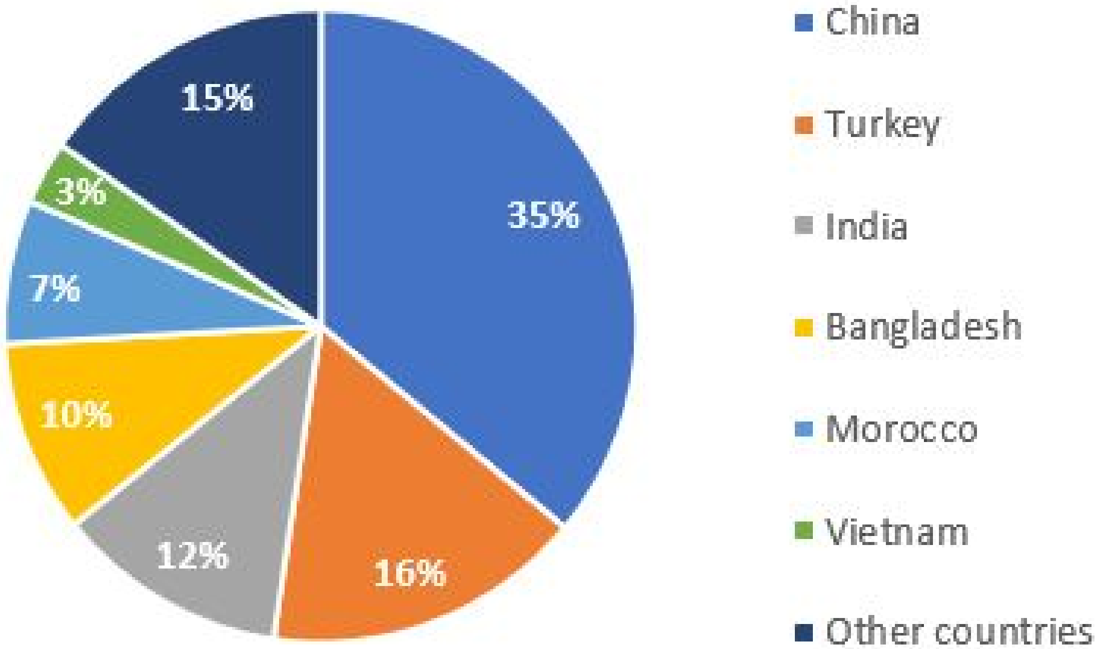


Figure 4 shows that Europe's Extra-EU Dresses & Skirts imports are dominated by Asian countries, with China, Turkey and India being the top three exporters. Together, these three countries account for 63% of all dresses and skirts imports from Extra EU into the EU. China is the single largest dresses and skirts importer to the EU, with a 35.3% market share of the EU imports value in 2019 (down from 39.5% in 2014), followed by Turkey and India.

Figure 4: 2019 Extra-EU Imports of Dresses & Skirts by market share of exporting countries



Source: Eurostat

Figure 5 shows that Intra-EU exports of skirt and dresses are dominated by Germany with 19.4% market share (€1.4 billion in value) of all Intra-EU imports, followed by France, the United Kingdom and Poland.

Figure 5: 2019 Intra-EU Imports of Dresses & Skirts by market share of exporting countries

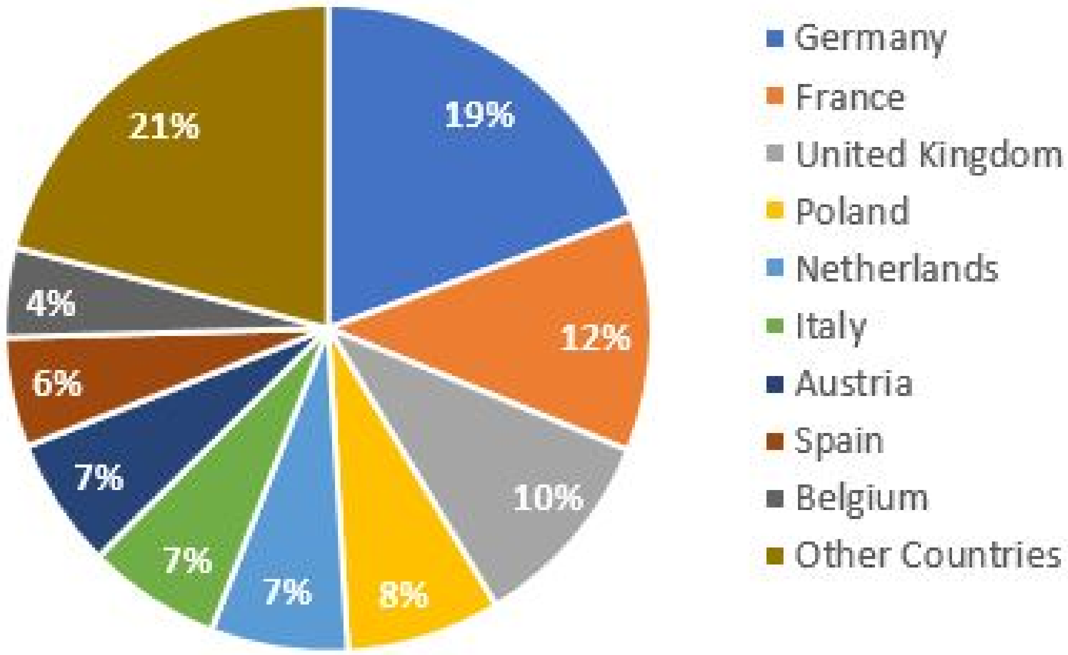


Table 2 shows the top 10 Extra-EU exporters to the European Union and the top 10 Intra-EU exporters to (other) countries in the European Union. These countries act in direct competition to each other, fighting for the biggest market shares in dresses and skirts.

Each of the top 10 countries increased their exports to the EU, but due to China's relatively low growth, their market share decreased, handing over these shares to all other countries. Myanmar (76.7%), Bangladesh (20.7%), Indonesia (11.8%) and Cambodia (11%) have seen the highest annual growth since 2014.

Most EU countries increased the value of their Intra-EU exports in the last five years. Within the top 10, the Netherlands and Poland show the biggest growth rates. Outside the top 10, Slovakia (26.1% 5-yr growth) showed the biggest growth.

Table 2: Top 10 Extra-EU and Intra-EU Dresses & Skirts exporters to EU, 2019 EUR value; average yearly growth

Country	Value	5-yr growth		Country	Value	5-yr growth
Top Extra-EU Dresses & Skirts Exporters				Top Intra-EU Dresses & Skirts Exporters		
China	€2.3 b	↑4.5%		Germany	€1.4 b	↑14.5%
Turkey	€1.1 b	↑6.9%		France	€855 m	↑4.6%
India	€752 m	↑4.5%		United Kingdom	€741 m	↑9.1%
Bangladesh	€631 m	↑20.7%		Poland	€561 m	↑19.4%
Morocco	€471 m	↑6.4%		Netherlands	€499 m	↑21.6%

Cambodia	€210 m	↑11.0%		Italy	€486 m	↑8.8%
Vietnam	€139 m	↑7.5%		Austria	€472 m	↑13.9%
Tunisia	€118 m	↑5.1%		Spain	€400 m	↑9.6%
Myanmar	€100 m	↑76.7%		Belgium	€326 m	↑10.1%
Indonesia	€98 m	↑11.8%		Sweden	€175 m	↑11.4%

Source: Eurostat

Impact of Coronavirus on the European apparel market in 2020

The Covid-19 epidemic is strongly influencing the sales and processes within all segments of the fashion industry. Europe is facing an economic decline of more than 7% in total. In most European countries, local shops had to close during lockdowns, depending heavily on the support payments from the governments, the offer of heavy discounts and a seamless shift to digital channels. This specifically affected the wedding industry, which has experienced a significant decline in the sale of dresses due to the reduction of scheduled weddings. Nevertheless, digital sales cannot compensate the overall losses experienced by the fashion brands, and the crisis has led to a decrease in import orders. A total lockdown in important export countries like China and Bangladesh did influence the availability of orders until April 2020. However, digital marketplaces like Zalando, AboutYou and others benefited from the situation, as reported in the first quarter financial report by Zalando. During the coronavirus crisis, fashion shows, festivals, summits and other events have been cancelled or postponed due to governmental regulations.

As shops have started to reopen in Europe in May 2020, most brands are slowly recapturing their business as usual. Nevertheless, the brands can hardly estimate how much and how fast the market will recover in the near future, considering the strong dependency on the progression of the disease. Once the spread of the pandemic has been limited, the import of dresses and skirts is expected to return to its previous level. Leading brands in Europe do not expect a lasting change in consumer behaviour (as stated in several interviews with brand executives). Further tips and information on the impact of the coronavirus have been collected through an analysis by CBI (published in April 2020).

Tips:

- Target the dresses subsegment first, since this market is significantly larger than the skirts market. Nevertheless, both segments are growing and can be an interesting field for developing countries to get involved in.
- Compete with intra-EU exporters by proving yourself to be a reliable partner who can cut costs and deliver quality.
- Profit from the declining involvement of China by securing major parts of market shares.
- Observe the development of strongly developing exporting countries like Myanmar, Bangladesh and Indonesia and profit from the overall strongly growing involvement of developing countries worldwide.
- Observe the changes and regulations concerning the Coronavirus. Most regulations are made on a national and federal level and can become a barrier as well as an opportunity for you. The market may need to be reorganised after the coronavirus crisis, which be an interesting opportunity for you to enter new markets.

Read the CBI news article “Running an apparel factory in times of coronavirus”, which contains specific information on where to find updates on coronavirus regulations for the top European Apparel importing countries.

3. Which European countries offer most opportunities for dresses and skirts?

Western and Southern European markets are larger importers of dresses and skirts than the Central and Eastern European countries. Table 3 shows the top 10 denim import markets in the EU. Germany is the biggest importer and has shown strong growth rates for the last five years, whereas Poland, Austria, Denmark, the Netherlands, and Spain grew faster during the same period. Poland remains the only Eastern European country in the top 10, but is showing stronger growth than the other countries. The top six countries together account for 72% of dresses and skirts imports in the EU and have grown by an average of 10% per year in the last five years.

Table 3: Top 10 EU importers of Dresses and skirts, 2019 EUR value; average yearly growth

Country	Value	5-yr growth
Germany	€2.5 b	↑10.7%
United Kingdom	€2.0 b	↑4.4%
Spain	€1.7 b	↑12.5%
France	€1.6 b	↑4.4%
Netherlands	€1.3 b	↑12.9%
Italy	€862 b	↑6.7%
Poland	€764 m	↑21.3%
Austria	€619 m	↑13.5%
Belgium	€512 m	↑3.4%
Denmark	€403 m	↑13.4%

Source: Eurostat

The top 10 EU importers of dresses and skirts from developing countries are shown in table 4. Spain stands out with a 30% share of imports from developing countries, while Poland shows the biggest growth, at nearly 70%, followed by Denmark with nearly 44%, creating many opportunities for developing countries. The only country that has seen a decline in the import of dresses and skirts is Belgium, importing an average of 10.7% less in item value in the last five years.

Table 4: Top 10 EU importers of Dresses and skirts from the Developing Countries, 2019 EUR value; average yearly growth

Country	Value of Developing country imports	5-yr growth	Developing country share of imports
Spain	€510 m	↑16.3%	29.77%
Germany	€243 m	↑18.1%	14.2%
United Kingdom	€226 m	↑8.1%	13.2%
Netherlands	€201 m	↑10.8%	11.7%
France	€199 m	↑7.1%	11.6%
Italy	€87 m	↑7.7%	5.1%
Poland	€65 m	↑69.5%	3.8%
Denmark	€48 m	↑43.9%	2.8%
Belgium	€42 m	↓-10.7%	2.5%
Sweden	€32 m	↑23.9%	1.8%

Source: Eurostat

Germany

Table 5: 2019 Imports of Dresses and skirts to Germany by segment with five-year growth, average import unit price and five-year price evolution

GERMANY	2019 Value (€)	5-year growth	Average unit price	5-year price change
Dresses	€2.0 billion	12.5%	€10.58	+€0.84
Skirts	€416 million	3.8%	€8.34	+€1.17
TOTAL:	€2.5 billion	10.7%	€10.11	+€1.14

Germany is the largest dresses and skirts import market in Europe. In 2019, the value of its imports amounted to €2.4 billion (up from €1.4 billion in 2014), corresponding to approximately 238 million units of clothing. In the last five years, the value of Germany's dresses and skirts import market has grown at an average rate of 13.5% per year, while the import volume has grown at a rate of 10.7% per year. Popular brands from Germany include Alife & Kickin, Orsay, Tom Tailor, Ulla Popken, JOOP! and Rohde.

Dresses constitute the larger sub-segment in Germany, with an 83% share of the value of imports (up from 76.1% in 2014), while skirts account for 17.3% of the market (down from 23.9% in 2014). Also, dresses have seen more growth, with an average annual rate of 12.5%, while the import of skirts in the last five years has grown by 3.8%. The average price per unit was €10.11 for all dresses and skirts imports in 2019. While the average price paid for dresses is higher (€10.58) than for skirts (€8.34), the price increased less (+€0.84) than for skirts (+€1.17).

Both sub-segments have experienced significant growth in Germany within the last five years and offer interesting prospects for exporters. Nevertheless, Germany imports 14.2% of its dresses and skirts imports from developing countries, whereas 58.7% is sourced from other European countries and the remaining 27.1% from other countries of the world. Still, the sourcing of dresses and skirts from developing countries grew by an average annual rate of 18% and likewise shows very interesting potential for the future.

The United Kingdom

Table 6: 2019 Imports of Dresses and skirts to the United Kingdom by segment with five-year growth, average import unit price and five-year price evolution

UNITED KINGDOM	2019 Value (€)	5-year growth	Average unit price	5-year price change
Dresses	€1.7 billion	5.0%	€10.53	+€1.96
Skirts	€328 million	1.4%	€7.71	+€1.71
TOTAL:	€2.0 billion	4.4%	€9.94	+€1.84

The United Kingdom is the second largest importer of dresses and skirts in Europe. In 2019, the value of its dresses and skirts imports amounted to €2.0 billion (up from €1.6 billion in 2014), corresponding to approximately 201 million units of clothing. In the last five years, the value of the United Kingdom's dresses and skirts imports has grown at an average rate of 4.4% per year, while the imported volume decreased by 0.3% over the same period. Popular dresses and skirts brands from the UK include Asos, Superdry, The Pretty Dress Company, Dorothy Perkins, Boden and Ann Summers.

Dresses constitute the larger product segment in the UK, with an 83.6% share of the import value (up from 81.1% in 2014), while skirts account for the remaining 16.4% share. The dresses segment has been the faster-growing segment in the last five years, with an average annual growth of 5%.

While dresses are the larger product segment in the United Kingdom, skirts imports are growing at a very similar rate and offer an equally interesting opportunity. In total, the dresses and skirts imports develop very steady and stabile, showing interesting opportunities for clothing exporters. Nevertheless, the United Kingdom is importing an above-average share of 13.2% of all dresses and skirts from developing countries, only Spain and Germany are importing a larger share. Likewise, the United Kingdom is indeed a very interesting prospect for the import of dresses and skirts from developing countries, due to its stability as well as its openness to importing clothing from outside of the EU.

The United Kingdom left the EU in 2020. This “Brexit” is still cause for a lot of uncertainty concerning the trade agreements with European countries in the future. Also, it is uncertain whether the UK will continue to offer preferential trade conditions for developing countries and how the United Kingdom's exit from the EU will impact the apparel sector and trade. Brexit could create a lot of trade opportunities with developing countries, but could also have a negative impact on the general economic strength of the country.

Spain

Table 7: 2019 Imports of Dresses and skirts to Spain by segment with five-year growth, average import unit price and five-year price evolution

SPAIN	2019 Value (€)	5-year growth	Average unit price	5-year price change
Dresses	€1.3 billion	13.0%	€8.76	€1.28
Skirts	€337 million	11.3%	€7.10	€1.67
TOTAL:	€1.7 billion	12.6%	€8.37	€1.45

Spain is the third largest dresses and skirts import market in Europe. In 2019, the value of its dresses and skirts imports amounted to €1.7 billion (up from €921 million in 2014), corresponding to approximately 200 million units of clothing. In the last five years, the value of Spain's dresses and skirts imports has grown at an average rate of 12.6% per year, while the import volume has increased by 8.3% per year. Popular dresses and skirts brands from Spain include Massimo Dutti, Mango, Zara, Bershka, Stradivarius and Pull & Bear.

Dresses constitute the larger segment in Spain, with a 79.8% share of imports' value (up from 78.6% in 2014), while skirts account for 20.2% of the share (down from 21.4% in 2015). Both sub-segments grew significantly, at annual average rates of 13% (dresses) and 11.3% (skirts), and prices increased by an average of €1.45 in total.

Both skirts and dresses are very attractive export products for Spain, due to the products' strong growth in terms of value, as well as volume. In comparison to the other European countries, Spain shows the greatest interest in importing dresses and skirts from developing countries. Spain imports 29.8% its dresses and skirts from developing countries, much more than all other countries, and the average growth rate reached 16.3% annually. However, Spain does currently show the most potential for developing countries, due to its existing and growing market in dresses and skirts, the trade's stability and very positive development.

France

Table 8: 2019 Imports of Dresses and skirts to France by segment with five-year growth, average import unit price and five-year price evolution

FRANCE	2019 Value (€)	5-year growth	Average unit price	5-year price change
Dresses	€1.3 billion	4.8%	€10.34	+€0.77
Skirts	€305 million	2.8%	€8.23	+€1.87
TOTAL:	€1.6 billion	4.4%	€9.86	+€1.18

France is the fourth largest dresses and skirts market in Europe. In 2019, the value of its dresses and skirts imports amounted to €1.6 billion (up from €1.3 billion in 2014), corresponding to approximately 164 million units of clothing. In the last five years, the value of France's dresses and skirts imports has grown at an average rate of 4.4% per year, while the import volume has grown by 1.8% per year. Popular dresses and skirts brands from France include NAFNAF, Sézane, Zadig & Voltaire, La Redoute, Sandro, Maje and Château Rouge.

Dresses constitute the larger sub-segment, making up 81.2% of the category, while skirts account for the remaining 18.8% of imports. The product category has been growing at an average annual rate of 4.8%; within the category, the dresses sub-segment grew faster than the import of skirts (2.8%). However, the average price per unit of dresses has been higher (€10.34) than for skirts (€8.23), leading to an average price of €9.86 per imported unit.

Though the dresses segment is the much larger segment in France, the import of skirts has shown equally positive development. France represents a very interesting and stable market, which is characterized by a slow, but steady growth. Nevertheless, only 11.6% of all dresses and skirts imports were sourced in developing countries, again seeing steady growth of 7.1% from 2014 to 2019.

The Netherlands

Table 9: 2019 Imports of Dresses and skirts to the Netherlands by segment with five-year growth, average import unit price and five-year price evolution

NETHERLANDS	2019 Value (€)	5-year growth	Average unit price	5-year price change
Dresses	€1.0 billion	13.9%	€8.70	+€2.97
Skirts	€242 million	9.1%	€8.13	+€3.70
TOTAL:	€1.3 billion	12.9%	€8.59	+€3.21

The Netherlands is the fifth largest dresses and skirts import market in Europe. In 2019, the value of its skirt and dresses imports amounted to €1.3 billion in 2019 (up from 691 million in 2014), corresponding to approximately 148 million units of clothing in 2019. In the last 5 years, the value of the Netherlands' dresses and skirts imports has grown at an average rate of 12.9% per year, while the import volume has grown by 2.8% annually. Popular dresses and skirts brands from the Netherlands are C&A, Anna Van Toor, Sandwich and Fabienne Chapot.

Dresses constitute the larger sub-segment in the Netherlands, accounting for an 80.9% share of the import value (up from 77.3% in 2014), while skirts accounted for 19.1% of the share (down from 22.7% in 2014). Both sub-segments have shown significant growth in the last five years; the import of dresses and skirts grew by average annual rates of 13.9%, and 9.1% respectively. The prices per unit paid were very close to each other with dresses costing €8.70 and skirts €8.13.

Although the import of dresses is larger than the import of skirts in the Netherlands, the skirt segment is growing at a very equal rate and shows similar potential. The Netherlands imports 11.7% of its dresses and skirts from developing countries, at a value of €201 million in 2019 and a growth rate of 10.8% from 2014 to 2019. Due to the strong growth of imports, the reasonable prices, and the increasing openness to import from developing countries, The Netherlands present an interesting opportunity for the export of skirts and dresses to the country.

Italy

Table 10: 2019 Imports of Dresses and skirts to Italy by segment with five-year growth, average import unit price and five-year price evolution

ITALY	2019 Value (€)	5-year growth	Average unit price	5-year price change

Dresses	€705 million	6.4%	€13.21	+€2.34
Skirts	€157 million	8.1%	€9.72	+€2.25
TOTAL:	€862 million	6.7%	€12.40	+€2.31

Italy is the sixth largest dresses and skirts import market in Europe. In 2019, the value of its dresses and skirts imports amounted to €862 million (up from €623 million in 2014), corresponding to approximately 69 million units of clothing. In the last 5 years, the value of Italy's dresses and skirts import market has grown at an average rate of 6.7% per year. Popular dresses and skirts brands include Miss Sixty, Calzedonia, Rinascimento, Solotre, Motivi, and OVS.

Dresses constitute the larger sub-segment in Italy, with an 82% share of the imports' value (down from 82.9% in 2014), while skirts account for the remaining 18% share (up from 17.1% in 2014). Likewise, the skirts import market has been growing at a faster rate (by an average of 8.1% annually) than the dresses (by an average of 6.4% annually) within the last five years. The price per unit of dresses is significantly higher (€13.21) than for skirts (€9.72).

In conclusion, both segments are showing positive development and can be treated as equally interesting. Italy's demand for the import of dresses and skirts is growing steadily, resulting in an interesting increase in price. Still, developing countries may face difficulties selling their products to Italy due to a low rate of imports of dresses and skirts from developing countries (5.1%% of the total imports in 2019). This is because Italy prefers to import the products from other European countries (56.4%) and other third countries.

Tips:

Focus your efforts on the top import markets for dresses and skirts imports (Germany, the United Kingdom, Spain, France, the Netherlands, and Italy), since these are also the most relevant importers from developing countries. Spain in particular is a significantly interesting market, due to its high openness to imports from developing countries compared with the rest of the EU.

Prove your capabilities to the leading dresses and skirts importing countries by illustrating the benefits (for example price, quality, and flexibility) of a collaboration. For now, major shares of the product segments are being imported from other European countries instead of countries outside of the EU.

Treat the product category as a seasonal business; in Europe, more dresses and skirts are sold during the spring and summer seasons than in autumn and winter.

Visit the websites of the most popular clothing brands, as specific dresses and skirts brands do not exist. Use the websites and popular fashion magazines like InStyle, Vogue and Elle as sources of information on current dresses and skirts trends, and to understand the aesthetic of European trends.

Keep an eye on the development of the United Kingdom (by getting up-to-date information through the European Commission and Department for International Trade of the United Kingdom for example), since trade agreements have not been finalised yet, which might significantly influence the import trends from developing countries. Since the UK imported the largest share of dresses and skirts from other European countries, the Brexit could result in new opportunities for other players in the future.

4. What trends offer opportunities or pose threats on the European dresses and skirts market?

The European dresses and skirts market follows the general apparel trends related to sustainability, technological innovation and increased emphasis on corporate and social responsibility. For more information, see the CBI study on Trends in the Apparel market. Aside from these general trends, the dresses and skirts market has its own, segment-specific trends:

Change in the types of dresses and skirts

In terms of skirts, current trends favour denim skirts of over-knee length and elaborated designs including ruffles and buttons. Additionally, pleated skirts of very light, synthetic material, skirts with spangles and with elaborated colourful designs are currently in high demand. In 2019, longer and midi skirts have been in higher demand from customers than miniskirts. Further popular designs are long tube skirts, wrap skirts and skirts with pockets. Modern dress designs do also use more fabric than in previous years; current trends include puff sleeves, long skirts, ruffles, ribbons, and double layers. Jersey, crochet, and blouse dresses (with tropical designs) have become increasingly popular. Sports brands like Adidas, Nike and Puma have also started to produce dresses with sporting appearances in jersey-style and swimwear as well as lingerie brands have started to produce light summer dresses for the beach.

Exporters of dresses and skirts can use these trends by offering innovative colours and materials to produce clothing. Locally produced fabrics with ethnic patterns and colours could be interesting for European fashion brands looking for new, creative products. Also, niches like the lingerie or sports- or activewear brands could be an interesting opportunity to enter the European markets. However, many bigger brands already have a set list of suppliers, and it is difficult to get on the list.

Design trends undergo rapid changes and are relatively difficult to predict. In most cases, seasons' trends and fashion is developed by fashion designers half a year before the launch of a fashion collection, but the influencers and other social media celebrities have made the business much more dynamic.

Wedding dresses are driving the market

The global market of wedding dresses is estimated at €16.4 billion, and is expected to grow at a ratio of nearly 5% annually until 2026. The average price of wedding dresses in Germany lays between €800-1.000 for customers, showing big potential in terms of net profit. Many European labels solely specialise in the sale of wedding dresses and attached accessories, of which many imported dresses have been manufactured in China. Nevertheless, customers have become aware of the imports from China and do prefer to choose dresses manufactured in alternative locations. The digital sales and distribution of weddings dresses is also growing significantly.

Manufacturers of dresses and skirts can use their experience to produce wedding clothing by offering fine, hand-made materials and fabrics of different shades of white. However, non-EU dress manufacturers do directly compete with suppliers of known European designer houses who demand a certain quality of fabrics to be able to sell the dresses at a high rate.

Tips:

- Adjust your dresses and skirts styles according to the trends, for example, by offering colourful fabrics and elaborated (tropical and flowery) designs. Be brave, and also offer alternative materials like spangles, buttons and pearls.
- Be open to collaborate with brands of alternative dress designers in industries like wedding clothing and sportswear, as well as lingerie.
- Since most brands do not specialise in dresses and skirts, make use of existing connections in the fashion industry. The chances are high that existing collaboration partners are already working with other dresses and skirts suppliers.
- Experiment with Direct-to-Customer sales alongside your Business-to-Business activities. You can sell through your own web shop, existing online platforms or through social media.
- Familiarise yourself with the latest fashion trends on social media by following the fashion influencers and/or leading European fashion players in your product segment. Consult Feedspot for the list of Top 100 European Fashion Bloggers.

This study has been carried out on behalf of CBI by M-Brain GmbH.

RSS