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BUSINESS & INNOVATION



Cover courtesy: Clovia

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INNERWEAR SPECIAL



## COVER STORY

**INSIDE STORY: AN ANALYSIS OF INDIA'S INNERWEAR MARKET**

*The market segment is evolving and is gradually moving towards organised retail. Indian consumers spend on innerwear products is significantly lower than other Asian peers, but currently with the emergence of new players, more and more consumers are building the habit of purchasing branded products*

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FASHION RESEARCH

**COTTON & HANDLOOM HOW THE COTTON AND HANDLOOM INDUSTRY IS BOOMING**

*The handloom industry is a very critical component of the Indian economy due to its non-capitalintensive nature, great potential for exports, the attraction of foreign currency and direct ties with the rural economy*

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**E-COMMERCE INNOVATION VALUE E-COMMERCE: A \$40 BILLION OPPORTUNITY**

*As India's retail industry evolves, a growing number of value-conscious online shoppers are reshaping India's e-commerce landscape. Currently valued at US\$4 billion, value e-commerce is expected to grow rapidly to reach US\$20 billion by 2026 and US\$40 billion by 2030, marking a 10X growth in 10 years*

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