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Apparel:

United States

August 2017



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About This Report

Scope & Method

This report forecasts US apparel demand in US dollars at the manufacturers' level to 2021. Total demand is segmented by product in terms of:

- tops
- bottoms
- intimates and sleepwear
- coats, jackets, and suits
- dresses
- infants
- accessories and other apparel such as gloves, hats, jumpsuits, and swimwear.

Excluded from the scope of this report are non-wearable accessories such as luggage, handbags, and purses. Re-exports of apparel are excluded from demand and trade figures.

Total demand is also segmented by market as follows:

- women's and girls'
- men's and boys'.

To illustrate historical trends, total demand, the various segments, and trade are provided in annual series from 2006 to 2016.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Apparel: United States (FF15010) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 7 | Industry Codes Related to Apparel

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
3151	Apparel Knitting Mills	225	Knitting Mills
3152	Cut and Sew Apparel Mfg	231	Men's and Boys' Suits, Coats, and Overcoats
3159	Apparel Accessories and Other Apparel Mfg	232	Men's and Boys' Furnishings, Work Clothing, and Allied Garments
		233	Women's, Misses', and Juniors' Outerwear
		234	Women's, Misses', Children's, and Infants' Undergarments
		235	Hats, Caps, and Millinery
		236	Girls', Children's and Infants' Outerwear
		237	Fur Goods
		238	Miscellaneous Apparel and Accessories
		315	Leather Gloves and Mittens

Source: US Census Bureau

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Resources

The Freedonia Group

Freedonia Industry Studies

Coated Fabrics, May 2016

Retail E-Commerce Packaging Market in the US, November 2016

World Nonwovens, January 2016

Freedonia Focus Reports

Athletic Footwear: United States

E-Commerce: United States

Footwear: United States

Leather & Fur Products: United States

Men's Clothing: United States

Women's Clothing: United States

Freedonia Custom Research

Trade Publications

Apparel Insiders

Apparel Magazine

California Apparel News

Chain Store Age

Wearables

Women's Wear Daily

Agencies & Associations

American Apparel & Footwear Association

American Association of Textile Chemists and Colorists

American Fiber Manufacturers Association

Americas Apparel Producers' Network

National Retail Federation

Retail Industry Leaders Association

United States Department of Commerce

United States Census Bureau

Office of Textiles and Apparel

United States International Trade Commission

World Trade Organization