

## Online Retail Channels to Boost Sales in the Global Maternity Apparel Market by 2023 | Arizton

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Large e-retailing websites such as Amazon and eBay are increasing their product offerings for baby and maternity care products to gain a larger market share.

Arizton's recent market research report on the global [maternity apparel market](#) provides comprehensive industry analysis, trend forecasts, and competitive analysis. The research study segments the market by product type (daywear, nightwear, and innerwear), by geography (North America, Europe, MEA, APAC, and Latin America), and offers detailed competitive analysis.

The global maternity apparel market is estimated to generate revenues of over \$7 billion by 2023, growing at a CAGR of more than 2% during 2017-2023.

The growing demand for stylish and designer maternity wear that closely fit and yet are comfortable to wear will augment the growth of the global market. The increase in disposable income and availability of a variety of options in developing regions such as APAC and MEA will boost the demand in the global maternity apparel market. [Request for your free sample today!](#)

The top 3 drivers and trends attributing to the development of the global maternity apparel market are discussed below: Introduction of Organic and Radiation-proof Maternity Clothing

The increasing awareness about the harmful effects of radiations and the growing need for protective clothing will propel the growth of the global maternity apparel market. The leading manufacturers are launching clothing lines that are made of special materials that can protect the pregnant women to gain largest global market share. The introduction of [maternity camisoles](#) with built-in radiation shielding that is designed to provide 360-degree protection both to the baby and the mother will revolutionize the [maternity care](#) market. The harmful effects of radiations from various electronic devices are known to have severe health effects on human body and are particularly very harmful to pregnant women, thereby, driving in the global market. Leading vendors are focusing on clothing lines that are designed to meet the requirement of the consumers in the global maternity apparel market. Belly Armor, by [RadiaShieldTechnologies](#) based in the US, has introduced various products designed especially for pregnant women. The company has introduced maternity tops and camisoles that have all round shielding coverage by RadiaShield Fabric to protect against radiations. Increased Sales through Online Maternity Shops

The emergence of m-commerce that is paving the way for online shopping is one of the factors augmenting the growth of the global maternity apparel market. The increasing penetration of internet services, improved economy, and rise in purchasing power is driving the demand for smart connected devices resulting in the evolution of the online [retail](#) industry in the global market. The growing popularity of e-retailing, large e-retailing websites such as [Amazon](#) and [eBay](#) are increasing their product offerings for baby and maternity care products to gain a larger market share. The global market is also witnessing the emergence of online websites that are particularly dedicated to offering baby and maternity products and accessories including maternity apparels.

These dedicated websites are designed to offer ease and convenience of online shopping with a large portfolio of products that are designed specifically to meet dynamic demands of the consumers in the market. The e-retail sites provide [maternity wear](#) for daily wear, swimming, nursing, exercise, sleep and special dresses for a baby shower. Developing countries are becoming the hub for maternity care websites and in India maternity wears websites such as Momzjoy.com and momtobe.in that offer maternity wear suiting to Indian fashion and designs are gaining immense popularity in the market. [Request for your free sample today!](#) Introduction of Innovative Innerwear

The launch of functional and designer innerwear targeted specifically for pregnant women will transform the global maternity apparel market. The trend of practicing yoga and exercising during pregnancy is gaining immense popularity in the global market. Manufacturers are introducing [maternity bras](#) designed especially for yoga or exercise and use of stretchy and soft fabric designed for easy and comfortable body movements during the exercise to attract new consumers in the global market. The introduction of designer maternity bras, [camisoles](#), and tank tops will boost demand in the global maternity apparel market. Additionally, the launch of innovative nursing bras is gaining popularity among modern moms-to-be. These new age consumers are demanding for stylish, designer, and comfortable [nursing bras](#) resulting in the launch of new products in the global maternity apparel market.

The leading vendors in the global maternity apparel market are [Asos](#), [Seraphine](#), [Cake Maternity](#), and [Destination Maternity](#)

The complete overview of the latest market research report on [global maternity apparel market](#) by Arizton is now available.

The report also offers a detailed study of major trends, drivers, challenges, and also provides the market size and forecast for major geographical regions and key countries. About Arizton

Arizton [“ Advisory and Intelligence](#) is an innovation and quality-driven firm, which offers cutting-edge research solutions to clients across the world. We excel in providing comprehensive market intelligence reports and advisory and consulting services.

We offer comprehensive market research reports on industries such as consumer goods & retail technology, automotive and mobility, smart tech, healthcare and life sciences, industrial machinery, chemicals and materials, IT and media, logistics and packaging. These reports contain detailed industry analysis, market size, share, growth drivers, and trend forecasts.

Arizton comprises a team of exuberant and well-experienced analysts who have mastered in generating incisive reports. Our specialist analysts possess exemplary skills in market research. We train our team in advanced research practices, techniques, and ethics to outperform in fabricating impregnable research reports.

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