

# Women's T-Shirts Category Insights Report

## Market Outlook, Growth, and Macroeconomic Trends

- In 2024, the revenue in the T-Shirts market in India amounts to US\$7.14bn.
- It is projected to grow annually by 4.18% (CAGR 2024-2028).
- In terms of per person revenues, in India generates Rs. 400 per person in the T-Shirts market in 2024.
- Looking ahead to 2028, the volume in the T-Shirts market is expected to reach 4.2bn pieces units.
- Furthermore, there is an anticipated volume growth of 4.2% in 2025.
- Lastly, the average volume per person in the T-Shirts market in India is expected to be 2.5 pieces units in 2024.
- India's T-Shirt market is booming with a surge in demand for sustainable and ethically produced garments.

## Purchase Trends

### Online/Offline Revenue Share

Year	Offline	Online
2017	98.1	1.9
2018	97.4	2.6
2019	96.6	3.4
2020	93.3	6.7
2021	91.2	8.8
2022	93.3	6.7
2023	94.3	5.7
2024	94.2	5.8
2025	93.6	6.4

Year	Offline	Online
2026	93.0	7.0
2027	92.9	7.1

### Mobile/Desktop Split

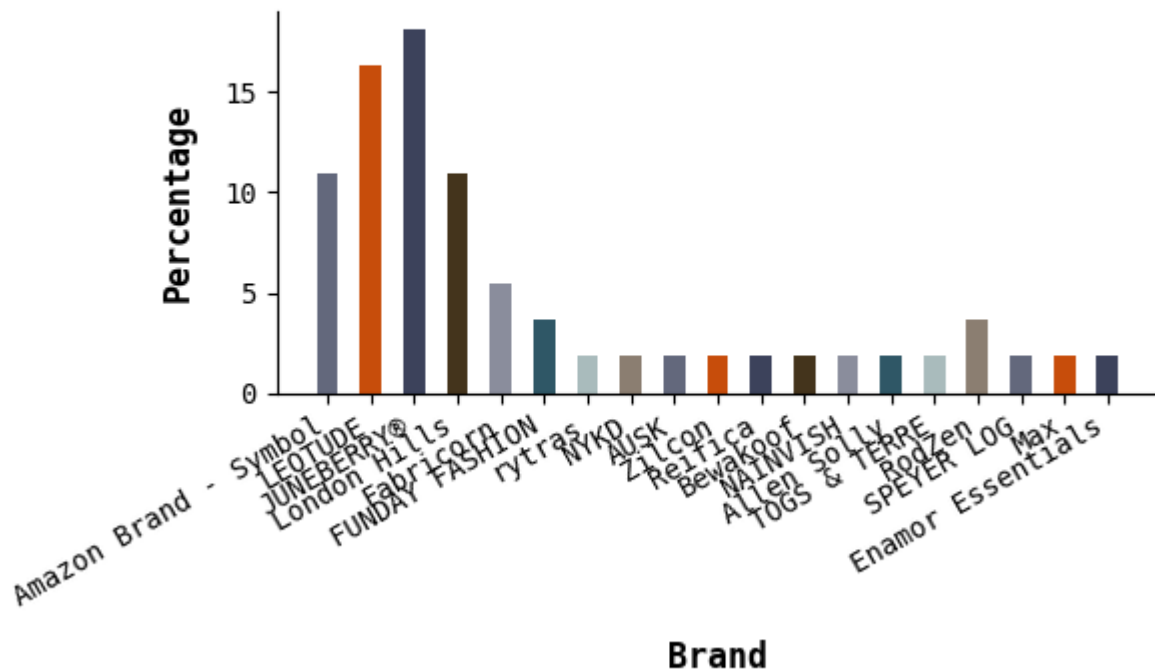
Year	Desktop	Mobile
2017	30.9	68.8
2018	27.3	72.4
2019	24.6	75.1
2020	22.1	77.6
2021	21.1	78.6
2022	20.4	79.3
2023	19.5	80.2
2024	18.4	81.2
2025	17.4	82.2
2026	16.9	82.7
2027	16.5	83.1

## Top 10 Brands Selling Women's T-Shirts on the marketplace

Based on the data provided, the top 10 brands selling women's t-shirts on the marketplace are:

- Amazon Brand - Symbol
- JUNE BERRY®
- LEOTUDE
- London Hills
- Fabricorn
- FUNDAY FASHION
- RodZen
- NYKD
- Allen Solly
- Reifica [1]

## BRAND DISTRIBUTION ON AMAZON (BAR CHART)



Brand distribution of women's t-shirts on the marketplace (Bar Chart) [1]

## Colour Distribution of Women's T-Shirts on the marketplace

The distribution of product colours available for women's t-shirts on the marketplace based on the provided data is as follows:

- Solid Colors: Multiple entries indicate solid colors such as black, white, brown, navy, and maroon.
- Printed Designs: Several t-shirts feature printed designs, including floral prints, graphic prints, and boho styles.
- Multicolor: Some products are listed as multicolor, indicating a combination of various colors in one t-shirt or pack.
- Tie-Dye: There are mentions of tie-dye designs in green and black.
- Specific Color Mentions: Specific colors like grey, beige, and ash grey are also noted in the product titles.

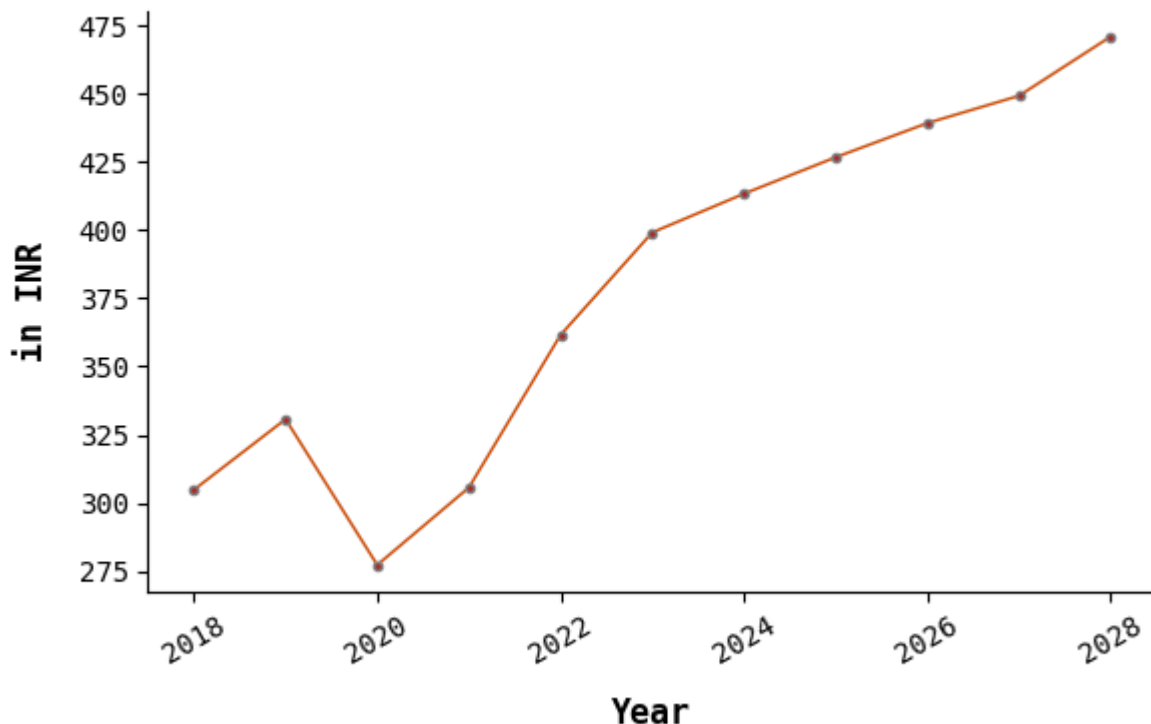
Overall, the data suggests a variety of solid colors, printed designs, multicolor options, and specific color mentions for women's t-shirts on Amazon [2].

# Price Distribution of Women's T-Shirts on the marketplace

- The price range for women's t-shirts on Amazon varies from as low as 199 to as high as 859.
- The most common price points are around 298, 499, and 699.
- There are several multi-pack options available, which tend to be priced higher due to the number of items included.
- Single t-shirts are generally priced between 199 and 499.
- Multi-pack t-shirts (packs of 2 or more) range from 378 to 846.
- The highest-priced item is a unisex loose fit drop shoulder puff print and HD print t-shirt at 859.
- The lowest-priced item is a regular fit t-shirt at 199 [3].

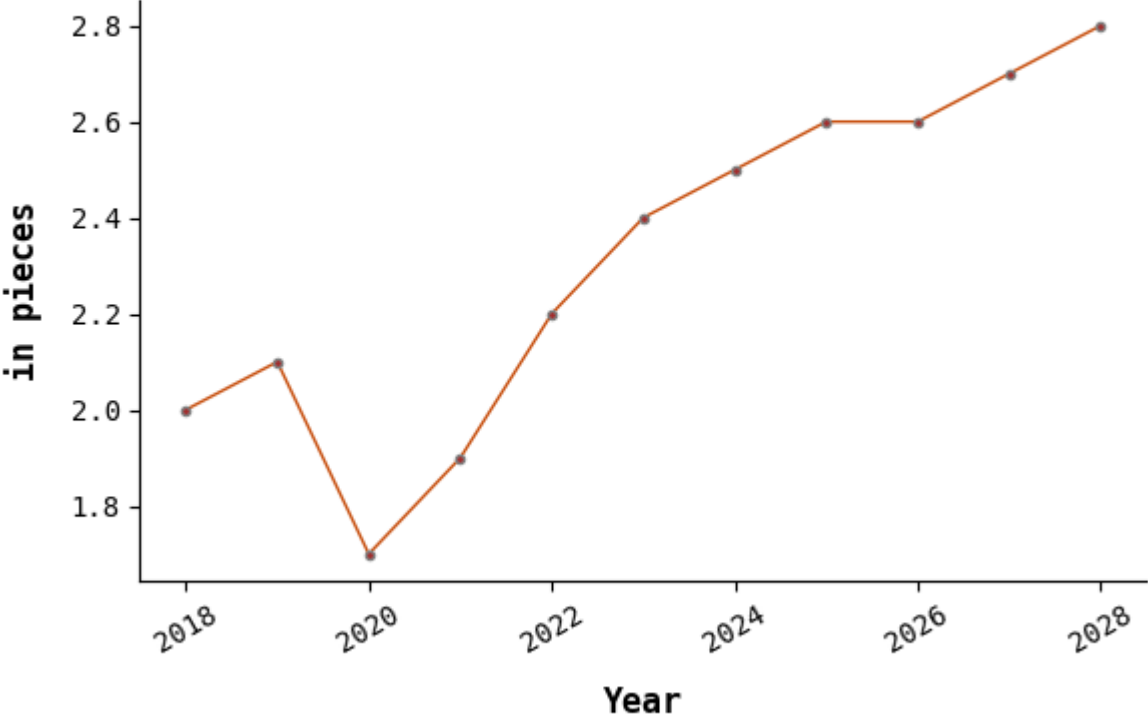
The majority of women's t-shirts on Amazon are priced between INR 200 and INR 299, accounting for approximately 27.27% of the total. T-shirts priced between INR 300 and INR 399 and those priced between INR 400 and INR 499 each make up about 25.45% of the total. Only a small percentage (1.82%) of t-shirts are priced below INR 200. T-shirts priced between INR 500 and INR 599 account for about 10.91%. T-shirts in the price range of INR 600 to INR 699 make up about 5.45%. A very small percentage (3.64%) of t-shirts are priced between INR 700 and INR 799 [4].

## AVERAGE REVENUE PER CAPITA



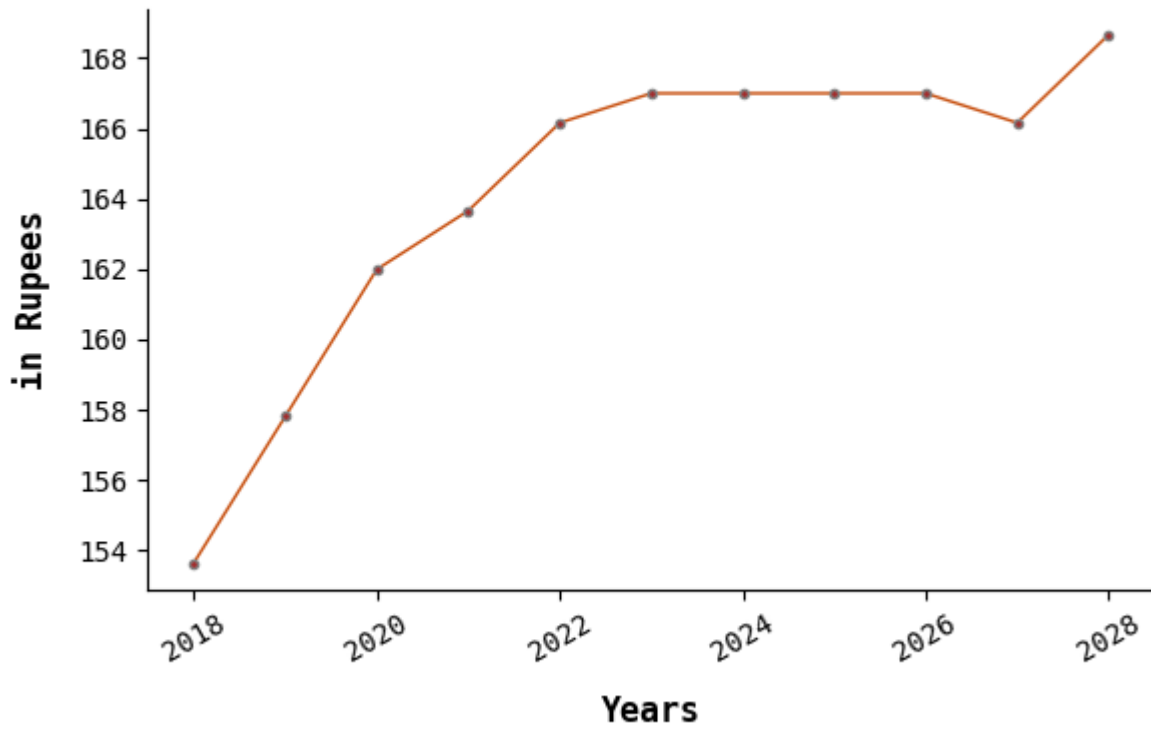
Average Revenue Per Capita on women's t-shirts on the marketplace

# AVERAGE VOLUME PER CAPITA



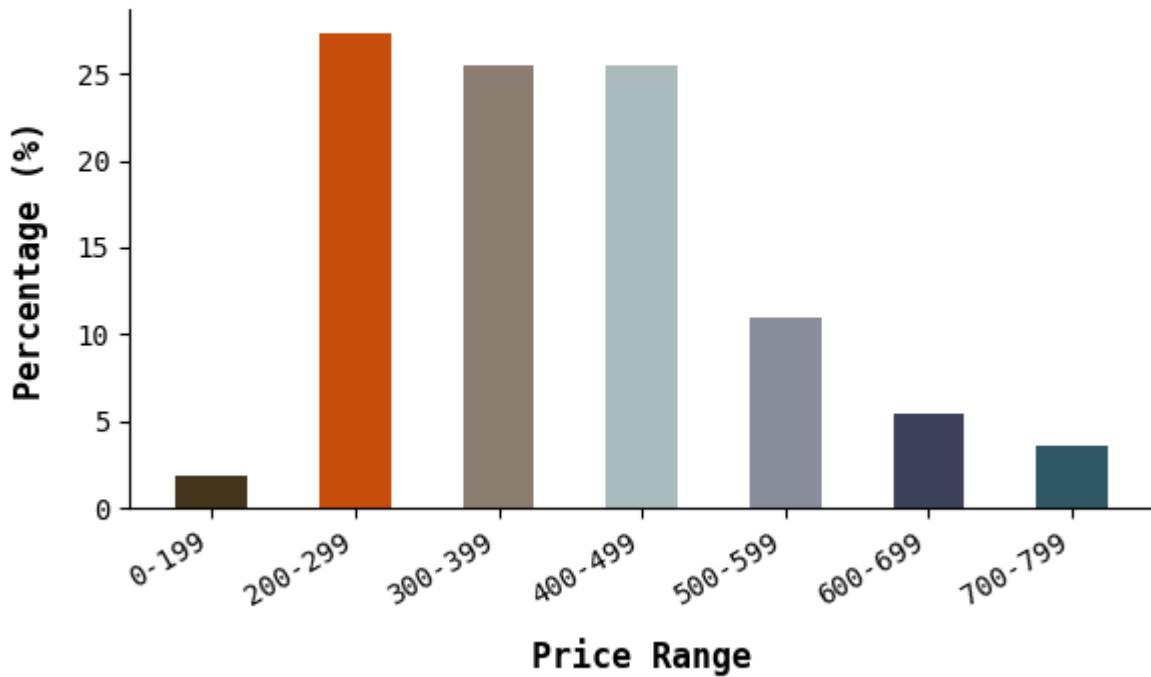
Average Volume Per Capita on Women's t-shirts on the marketplace

## PRICE PER UNIT



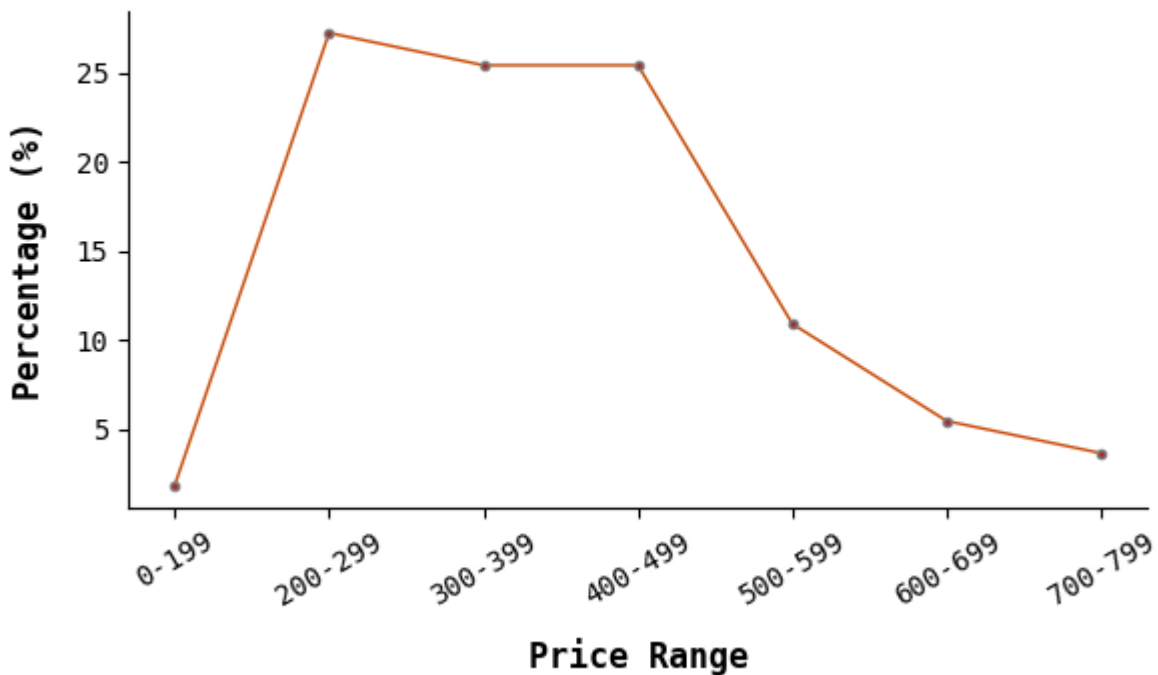
Price per unit of women's t-shirts on the marketplace

## PRICE DISTRIBUTION ON AMAZON (BAR CHART)



Price distribution of women's t-shirts on the marketplace (Bar Chart) [4]

## PRICE DISTRIBUTION ON AMAZON (LINE CHART)



Price distribution of women's t-shirts on the marketplace (Line Chart) [4]

- H&M offers a wide range of T-shirts priced between INR 4.99 and INR 19.99, with an average price of INR 9.99.
- Abercrombie & Fitch has T-shirts priced between INR 1546.53 and INR 4069.81, with an average price of INR 2548.17.
- Hollister's T-shirts are priced between INR 1216.87 and INR 2437.82, with an average price of INR 1827.35.

### Research Study on Consumption

## Quality Distribution and Aspects for Women's T-Shirts on the marketplace

Positive reviews account for 35% of the total reviews. Negative reviews account for 30% of the total reviews. Neutral reviews account for 35% of the total reviews. Quality is mentioned in 25% of the reviews. Fitting is mentioned in 20% of the reviews. Material is mentioned in 25% of the reviews. Color is mentioned in 15% of the reviews. Comfort is mentioned in 15% of the reviews [5].

Based on the provided data, here is the distribution of quality ratings and aspects for women's t-shirts on Amazon:



### Positive Aspects:

- **Comfort:** Many reviews highlight the comfort of the t-shirts, mentioning soft and breathable fabrics. Examples include comments like 'Very comfortable', 'Soft fabric', and 'Perfect for summer'.
- **Fit:** Several reviews appreciate the fit of the t-shirts, with terms like 'Perfect fit', 'True to size', and 'Good fitting'.
- **Material Quality:** Positive mentions about material quality include 'Good quality fabric', 'Soft and comfortable', and 'High-quality cotton'.
- **Design and Style:** Reviewers often mention liking the design and style, with comments such as 'Stylish', 'Trendy', and 'Beautiful colors'.
- **Value for Money:** Many reviews indicate that the t-shirts are worth their price, with phrases like 'Value for money' and 'Affordable'.

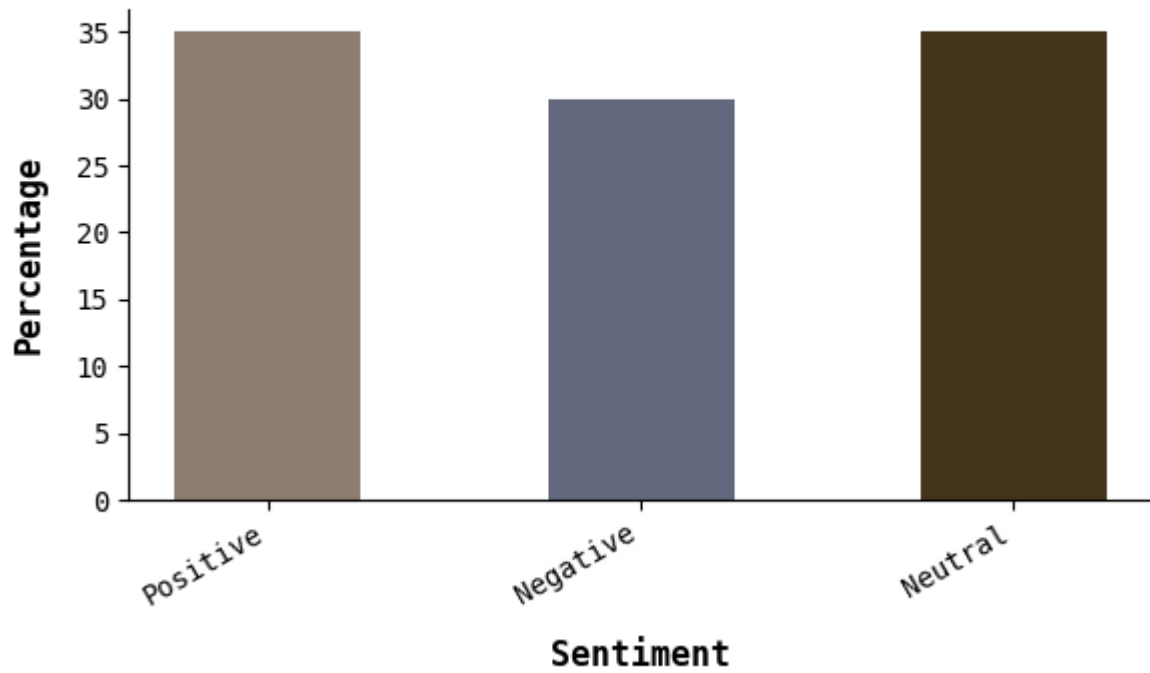
### Negative Aspects:

- **Material Issues:** Some reviews criticize the material quality, mentioning issues like 'Poor fabric', 'Not skin-friendly', and 'Cheap material'.
- **Color Fading:** Several reviews note that colors fade after washing, with comments like 'Color faded after wash' and 'Color bleeding'.
- **Size Issues:** There are complaints about sizing inconsistencies, such as 'Size not as expected', 'Too large/small', and 'Not oversized as described'.
- **Durability:** Some reviews mention durability issues, including comments like 'Torn after wash', 'Holes after few washes', and 'Shrinks after wash'.
- **Misleading Product Images:** A few reviews indicate that the product received does not match the images shown online, with phrases like 'Not as shown in picture' and 'Different color than expected'.

### Neutral/Mixed Aspects:

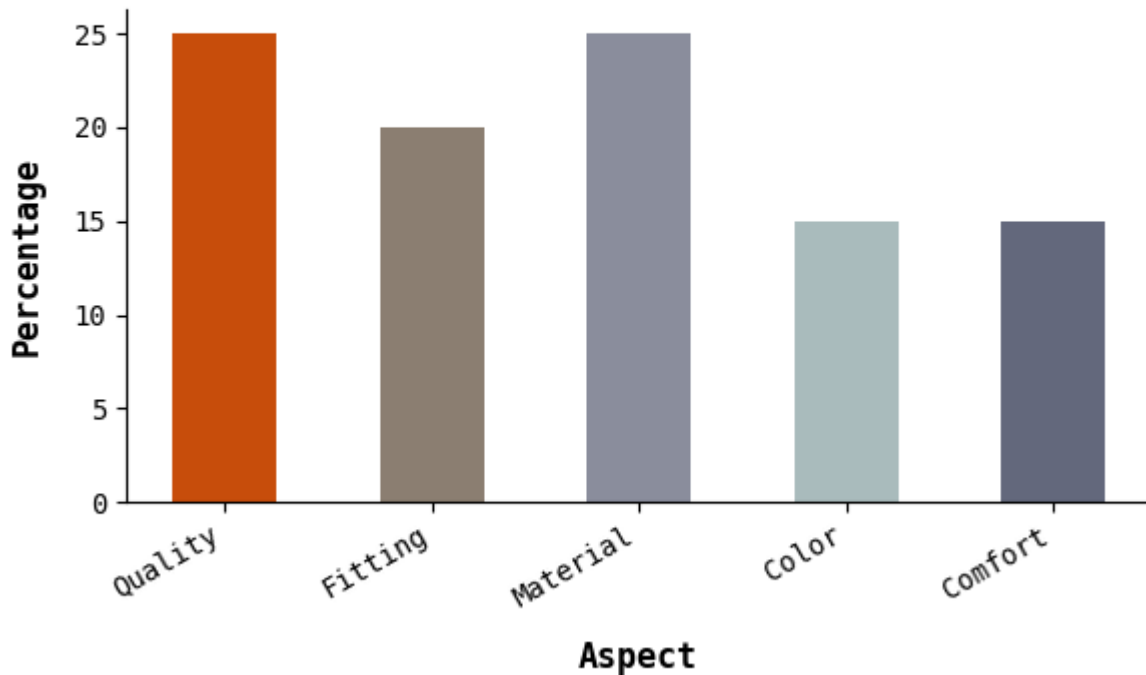
- **Fabric Thickness:** Mixed reviews on fabric thickness, with some finding it suitable for summer while others find it too thick or thin.
- **Print Quality:** Mixed feedback on print quality, with some appreciating it while others find it cheap or prone to fading. Overall, while many customers are satisfied with their purchases citing comfort, fit, and value for money, there are notable concerns regarding material quality, color fading, size inconsistencies, and durability [6].

# SENTIMENT DISTRIBUTION IN AMAZON REVIEWS



Sentiment distribution in the marketplace reviews [6]

## MENTIONS OF DIFFERENT ASPECTS IN AMAZON REVIEWS

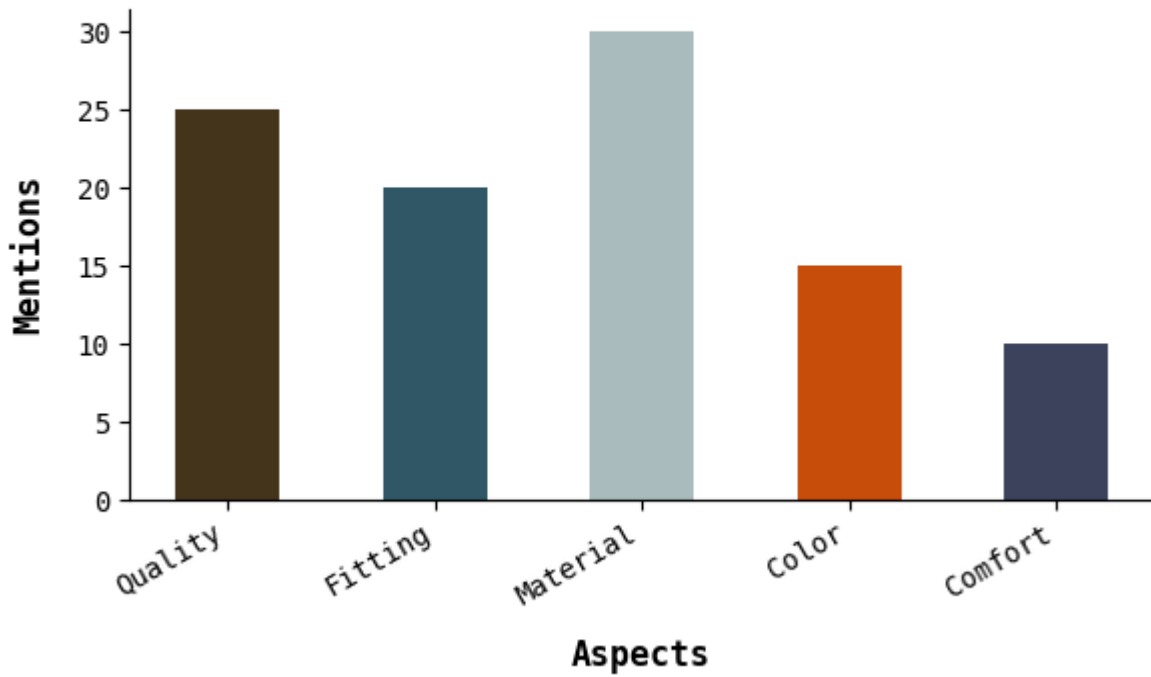


Mentions Of Different Aspects In Reviews

### Major Customer Segments

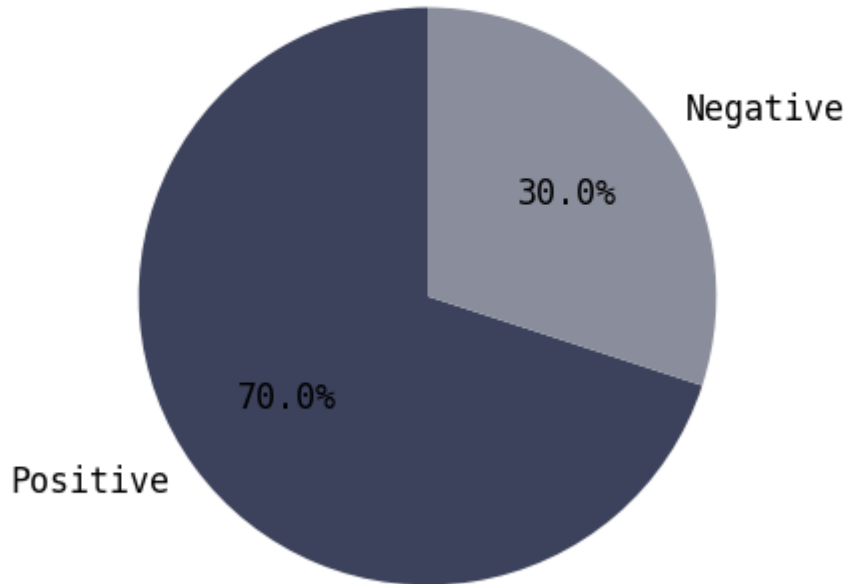
- **Quality-Conscious Customers:** Approximately 25% of the reviews mention the quality of the T-shirts, indicating a significant segment that values high-quality products.
- **Fit and Fitting Focused Customers:** Around 20% of the reviews discuss the fit and fitting, showing that a considerable number of customers are concerned about how well the T-shirts fit.
- **Material-Sensitive Customers:** About 30% of the reviews mention the material or fabric, suggesting that this is a major concern for many customers.
- **Color-Conscious Customers:** Approximately 15% of the reviews talk about color, indicating that color accuracy and vibrancy are important to this segment.
- **Comfort-Seeking Customers:** Around 10% of the reviews mention comfort, highlighting a segment that prioritizes comfortable clothing.
- **Overall Sentiment:** The overall sentiment is predominantly positive, with 70% positive reviews and 30% negative reviews [5].

## MENTIONS OF DIFFERENT ASPECTS IN REVIEWS



Mentions of different aspects in reviews [5]

# SENTIMENT ANALYSIS OF REVIEWS

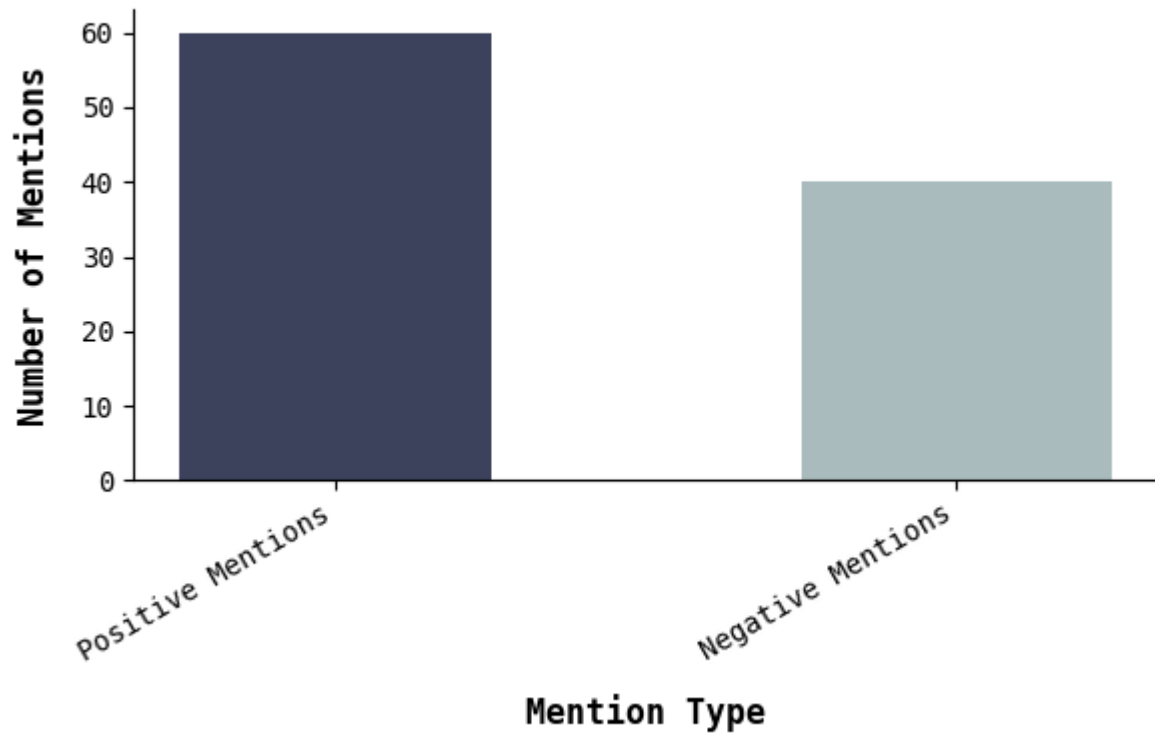


Sentiment analysis of reviews [5]

## Consumer Insights

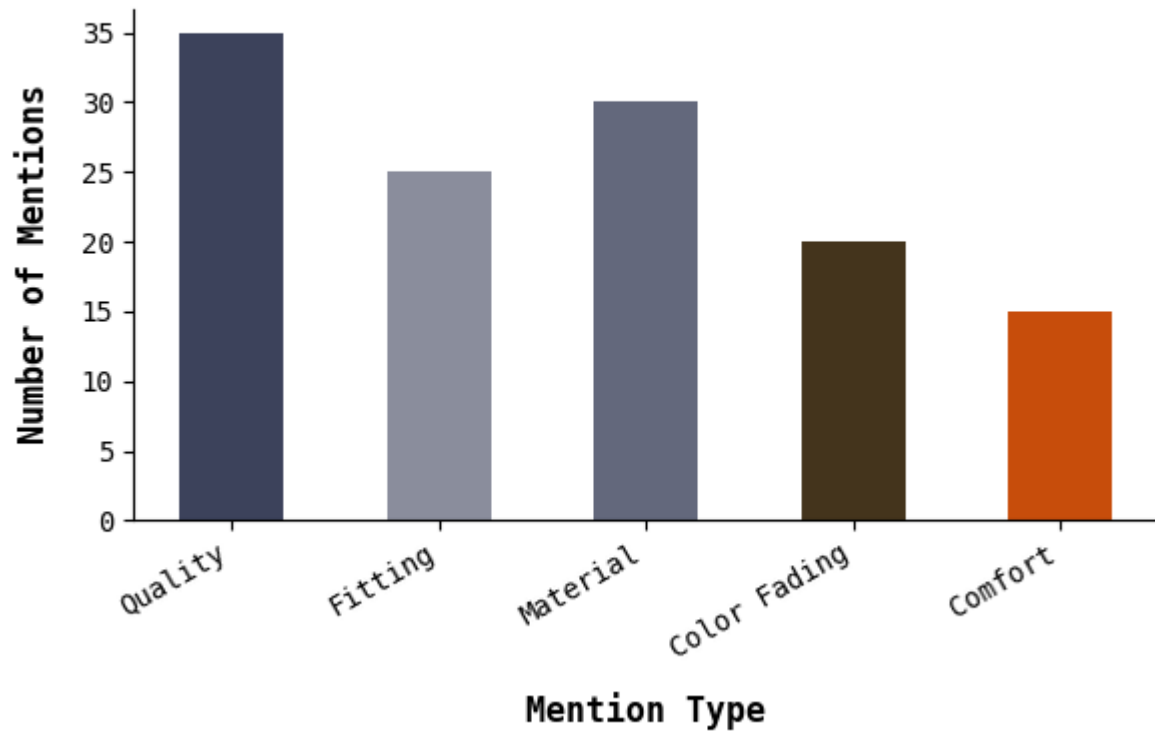
- 60% of the reviews have a positive sentiment, indicating a generally favorable reception.
- 40% of the reviews have a negative sentiment, highlighting areas for improvement.
- **Quality** is mentioned in 35% of the reviews, suggesting it is a significant factor for consumers.
- **Fitting** is mentioned in 25% of the reviews, indicating its importance in consumer satisfaction.
- **Material** is mentioned in 30% of the reviews, showing that it is a key consideration for buyers.
- **Color fading** is mentioned in 20% of the reviews, pointing to a common issue faced by consumers.
- **Comfort** is mentioned in 15% of the reviews, highlighting its role in consumer preferences [6].

## POSITIVE VS NEGATIVE MENTIONS



Positive vs negative mentions [6]

## MENTIONS BY ASPECT



Mentions by aspect [6]

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