

# Childrenswear in the US

November 2023

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## Childrenswear in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Childrenswear negatively impacted by rising household and school costs  
The decline of childrenswear specialists and the rise of general fashion players  
Parents embrace health and wellness, driving demand for children's sportswear

#### PROSPECTS AND OPPORTUNITIES

Childrenswear will face economic headwinds and a declining birth rate  
Driven by parental activism, childrenswear is increasingly embracing inclusivity  
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