

**BENORI**



CASE STUDY

# Assessing Addressable Market and Consumer Perception for an Apparel Company



## OBJECTIVE AND SCOPE

The client, an international menswear apparel company, was looking to enter the kids wear market for the age group of 4–8 years. For this, it sought Benori's support in:

- Assessing the total addressable market size for the kids wear category in India
- Gaining detailed insights into its competitors
- Understanding consumer preferences and factors influencing purchase decisions including the media's role





## APPROACH



We conducted secondary research to understand the market and competitor landscape through company websites, online databases, press releases etc. We also conducted surveys with both consumers and retailers across the country to gain insights on consumer' expectations and preferences.



## METHODOLOGY



**Secondary  
Research**



**Primary  
Research**



**Data  
Modelling**





## IMPACT

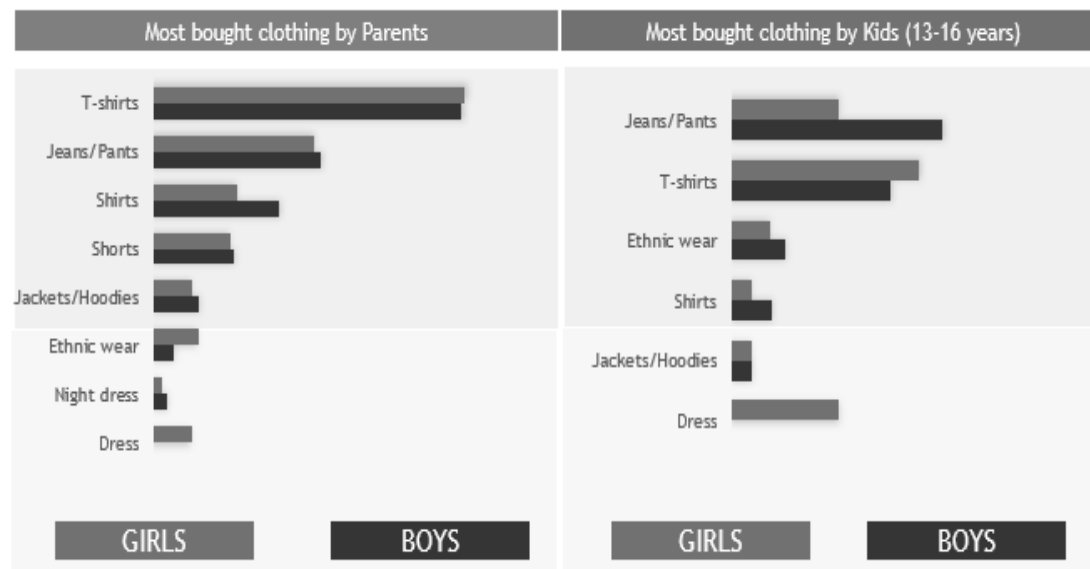
The research helped the client in strategizing its entry into the new product category by:

- Evaluating the size of the total addressable market (TAM)
- Understanding consumer buying behaviour in terms of spending, fashion choice, and other preferences
- Identifying the most effective media channels and most influential celebrities for the segment



## SAMPLE OUTPUT

### Preference for Clothes Category



### Competitor Landscape

Category	Price range	Global	Domestic/Private Label
Super Premium	Above Rs. 2500	GAP, POLO RALPH LAUREN, ck	-
Premium	Rs. 1000-2500	Levi's, H&M, ZARA, U.S. POLO ASSN.	Allen Solly, BIBA, fabindia
Economy	Rs. 500-1000	-	max, INDIAN TERRAIN, 612 league, GINI & JONI, Cucurbit, pantaloons, WESTSIDE, BIG BAZAAR, babyhug, SHOPPERS STOP
Masses	Rs. <500	-	BIG BAZAAR, Cucurbit, V MART

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