



Kidswear registers the highest growth among all categories on Myntra in 2020

Witnesses 90% growth in a pandemic year, as parents choose to shop online from the comfort of their homes

Added 200+ kids brands during the pandemic to meet the latest need states of the consumers

Myntra Launches 'Toys' in the segment to boost the category

Bengaluru, Dec 22, 2020: Kids', as a category of apparel and accessories is emerging as a strong and promising segment, for Myntra, India's leading destination for fashion and lifestyle. As a platform that holistically caters to the fashion needs of people under one roof, the kids' category is an integral part of the overall value proposition of the online fashion major and has registered a 90% growth over the last one year. This may be attributed to the growing attractiveness of online shopping, from the perspective of safety, during the pandemic.

As the nation's largest destination for fashion, Myntra currently houses over 1.1 lakh styles from over 450 leading brands, in the kid's category. Some of the leading brands on the platform in the Kids' segment are, H&M, UCB and GAP, among others, while leading products include Dresses, T-shirts, Sweatshirts, Value Packs and Night Suits. The category also performed extremely well during the pandemic, when its share of revenues doubled, registering strong organic growth for home wear and day wear article types, such as value packs, night suits and innerwear, among others. During the current year-end festive season, Myntra witnessed huge demand for party and outer wear, with sequins and embroidered dresses for girls and blazers and suits for boys. Winter Jackets and sweatshirts are also emerging as favourite among kidswear.

Interesting facts on Kids wear:

- **The ratio of products for boys and girls being sold on Myntra** – 45:55
- **Most searched product/style in the category** – Girls (Dresses), Boys (T-shirts), Kids (Jackets)
- **Peak seasons** – Festive season, summer holiday season, Children's day
- **Upcoming trends in Kidswear** – Printed joggers, colour blocked sweatshirts, brand carriers, casual dresses, smart sleepwear with witty quotes and cartoon printed T-shirts

The ongoing End of Reason Sale, EORS, on Myntra which will end on 24 December, offers the perfect opportunity for parents to shop for winter wear for their children. On offer are over 150 brands and 11000 winter styles, with some of the top brands offering 'Specially curated for Myntra' ranges, bringing a very differentiated and fashionable line-up that is priced sharply.

Strengthening the kid's category even further, Myntra has launched 'Toys' on the platform recently, expanding its offerings in the segment. Coming as it does, ahead of Christmas, the section is live with 850 styles currently and on track to launching 1500 more in the next 3-4 months. Some of the leading brands in the segment include ToysRus, Disney, Barbie and Mattel among other leading toys brands in the country.

Speaking on the segment, Ayyappan Rajagopal, Head of Business, Myntra, said, "The kids' category is one of the major areas of focus for Myntra, especially after a very successful run in the recent months, peaking during the festive period. We have always been stronger in this segment in the



metros and up north, and with the launch of a number of south and regional selection and brands our penetration into T2 and T3 cities has also increased significantly. Right now, we are witnessing over 100% growth in kids' winter wear, with teens and pre-teens in the age group of 8 to 16 years, growing the highest. Overall, we are expecting strong traction in winter wear, T-shirts, dresses, infant apparel and ethnic wear, as a category in the days ahead."

We strengthened our portfolio in the infant space with big launches like Chicco & Mothercare. Along with that, many new launches like Max, Levi's kids, converse, Jordan helped Myntra grow its footprint in the branded space.

About Myntra

Myntra is India's leading platform for fashion brands and pioneer in m-commerce play. An integral part of the Flipkart Group, Myntra brings together technology and fashion to create the best experience in the fashion and lifestyle space in India. The company has partnered with over 5000+ leading fashion and lifestyle brands` in the country such as Nike, Adidas, Puma, Levis, Wrangler, Arrow, Jealous 21, Diesel, CAT, Harley Davidson, Ferrari, Timberland, US Polo, FabIndia, Biba, and many more, to offer a wide range in latest branded fashion and lifestyle wear. Myntra services over 27,000 pin codes across the country.