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Myntra Expands Global Brand Portfolio in 2025

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Myntra, one of India's leading online fashion and lifestyle marketplaces, has significantly expanded its **international brand portfolio in 2025**, adding **more than 40 global labels** across fashion, beauty and lifestyle categories. This growth reflects the company's strategy to deepen its appeal among Indian consumers seeking premium and trend-forward products.

Key brand additions this year have reportedly included internationally recognised names such as **NEXT, BERSHKA, GAP, DKNY, The North Face, BCBG, Ben Sherman and others**, bringing a wide variety of global styles into the Indian e-commerce ecosystem.

Rising Demand From Non-Metro Markets

A notable trend shaping Myntra's 2025 expansion is the **strong demand for global brands beyond India's major metropolitan hubs**. Nearly **45 % of consumer demand for international labels now originates from non-metro regions**, underscoring the growing fashion aspirations of shoppers in Tier II and Tier III cities and towns.

This shift highlights how deeper **internet penetration, rising incomes** and a digitally savvy population are broadening the market for premium and global fashion offerings, making smaller cities key engines of growth for e-commerce fashion retail.

Broader Portfolio

Myntra's global brands portfolio now exceeds **450 international labels**, spanning **apparel, footwear, accessories and beauty segments**. To support this expansive offering, the company continues to invest in **fast delivery services** such as **M-Express** and **M-Now**, enabling customers to receive orders quickly—even within **30 minutes in select metros** and **48 hours nationwide**—enhancing convenience for premium shopping.

Market Context and Future Outlook

Industry analysts see the expansion of international brands on Myntra as part of a broader **premiumisation trend in India's fashion market**, with younger consumers—especially **Gen Z and millennials**—driving demand for trend-led global products. The ongoing growth beyond major cities is reshaping how brands approach India, prompting deeper localisation and digital-first strategies.

As the company heads into 2026, its continued focus on **global brand partnerships, technology-driven discovery and enhanced delivery experiences** is likely to further consolidate its position

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