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Global Artificial Intelligence (AI) in Fashion Market Size Study & Forecast, by Component, Application, Deployment Mode, Category, End User and Regional Forecasts 2025-2035

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Abstracts

The Global Artificial Intelligence (AI) in Fashion Market is valued at approximately USD 1.22 billion in 2024 and is projected to expand at a compound annual growth rate (CAGR) of more than 40.80% over the forecast period 2025-2035. As the fashion industry undergoes a radical digital overhaul, AI has emerged as the cornerstone of transformation, redefining every layer of the fashion value chain—from trend forecasting to design, merchandising, customer experience, and inventory optimization. This technology offers fashion brands powerful tools to decode consumer behavior, personalize shopping experiences, automate routine tasks, and accelerate decision-making with data-driven insights. A confluence of booming e-commerce, surging demand for hyper-personalization, and rising adoption of virtual assistants and visual search features continues to fuel the proliferation of AI across fashion ecosystems.

The market is witnessing robust traction due to the accelerated deployment of AI in applications such as product recommendation engines, smart fitting rooms, CRM enhancement, visual recognition tools, and predictive analytics. AI-powered platforms can intelligently anticipate style preferences, suggest personalized product combinations, and even predict future fashion trends based on social sentiment and behavioral analytics. For instance, global brands are now leveraging generative AI and neural networks to create dynamic product content, simulate design variations, and even facilitate virtual try-ons, helping reduce returns while enhancing conversion rates. Moreover, the fusion of AI with augmented reality (AR) and virtual reality (VR) has led to the rise of immersive shopping experiences, a growing trend among digitally savvy consumers.

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Regionally, North America is expected to lead the AI in Fashion market in 2025, driven by the high digital adoption rates, technological innovation, and the presence of key AI solution providers. The United States, in particular, remains a hotbed for fashion-tech startups and established players investing heavily in AI R&D. Meanwhile, Asia Pacific is anticipated to be the fastest-growing region over the forecast period, spurred by the meteoric rise of e-commerce, smartphone penetration, and increasing fashion consciousness among consumers in countries such as China, India, and South Korea. Europe, with its rich fashion heritage and innovation-centric approach, is also playing a pivotal role in integrating AI solutions for design, sustainability, and circular fashion initiatives.

Major market player included in this report are:

IBM Corporation

Microsoft Corporation

Amazon Web Services

Google LLC

SAP SE

Oracle Corporation

Adobe Inc.

Salesforce, Inc.

Stitch Fix, Inc.

True Fit Corporation

Vue.ai (Mad Street Den)

Heuritech

Stylumia

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Catchoom Technologies

Lily AI

Global Artificial Intelligence (AI) in Fashion Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025-2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

By Component:

Solutions

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Services

By Application:

Product Recommendation

Product Search & Discovery

Customer Relationship Management (CRM)

Virtual Assistants

Supply Chain Management & Demand Forecasting

Creative Design

Others

By Deployment Mode:

Cloud

On-Premise

By Category:

Apparel

Accessories

Beauty & Cosmetics

By End User:

Fashion Designers

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Retail Stores

E-Commerce Platforms

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

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- Australia
- South Korea
- RoAPAC

Latin America

- Brazil
- Mexico

Middle East & Africa

- UAE
- Saudi Arabia
- South Africa
- Rest of Middle East & Africa

Key Takeaways:

- Market Estimates & Forecast for 10 years from 2025 to 2035.
- Annualized revenues and regional level analysis for each market segment.
- Detailed analysis of geographical landscape with Country level analysis of major regions.
- Competitive landscape with information on major players in the market.
- Analysis of key business strategies and recommendations on future market approach.

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Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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