

Global E-commerce Apparel Market Size study, By Type (Women's Apparel, Men's Apparel, Children's Apparel), and Regional Forecasts 2022-2028

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Abstracts

Global E-commerce Apparel Market is valued approximately USD 553.1 Billion in 2021 and is anticipated to grow with a healthy growth rate of more than 7.9% over the forecast period 2022-2028.

The growth is accredited to evolving fashion trends, the growing number of working women, the rising female population, and the surplus spending power of shoppers. Additionally, the rising influence of celebrities and social media are driving the manufacturers to constantly introduce new styles and designs. Along with this, rising e-commerce sales globally is driving the growth for the Global E-commerce Apparel Market over the forecasted period. For instance, according to Statista, in 2020, the sales of e-commerce were USD 4,938 billion which is predicted to increase up to USD 6,767 billion in 2023. Thus, the market is rising significantly. Along with this shift of business to e-commerce platform, according to United Nations UNCTAD, cashless payment options have been adopted more quickly as consumption patterns have changed. Mobile money payments, which are followed by transactions using e-banking and credit cards, are experiencing substantially greater growth rates than nearly 60% of e-commerce businesses and 70% of online third-party marketplaces. In addition, over the anticipated period, social media is expected to have a significant impact on market growth. As content creators and brand influencers that promote fashion products such as jewelry, cloths, footwear and accessories.. Growing penetration of such platforms provide opportunities for the market to flourish. Accordingly, companies are increasingly advertising fashion products on social media platforms such as YouTube, Facebook, Twitter, and Instagram through affiliate marketing. However, the brand loyalty is declining which is restraining the market growth over the forecasted period.

The key regions considered for the global E-commerce Apparel Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. Europe is the leading region across the world in terms of market share owing to the growing demand for the women's apparel in the countries such as France, United Kingdom and Germany, rising trend for fashionable cloths. Along with this, major driving factors for the market are growing internet penetration, rising sales of e-commerce industry and growing production of cotton in the region. Along with this, European Commission claims that the EU's textile and apparel sector dominates international markets. In addition to being one of the largest in terms of size, quality, and design, the EU Single Market also accounts for more than 30% of global exports. The Commission strives to maintain parity in international trade. Whereas, Asia-Pacific is anticipated to exhibit the highest CAGR over the forecast period 2022-2028. Factors such as the increasing application of E-commerce Apparel, as well as the rising presence of the leading market players, would create lucrative growth prospects for the E-commerce Apparel Market across the Asia-Pacific region.

Major market players included in this report are:

Walmart, Inc.

Amazon, Inc.

JD.com

Alibaba

eBay.com

Flipkart

Shopify

Myntra

OpenCart

Jabong

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

By Type

Women's Apparel

Men's Apparel
Children's Apparel
By Region:
North America
U.S.
Canada
Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global E-commerce Apparel Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers

Investment bankers
Investors

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2028 (USD Billion)
 - 1.2.1. Global E-commerce Apparel Market, by Region, 2020-2028 (USD Billion)
 - 1.2.2. Global E-commerce Apparel Market, by Type, 2020-2028 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL E-COMMERCE APPAREL MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL E-COMMERCE APPAREL MARKET DYNAMICS

- 3.1. E-commerce Apparel Market Impact Analysis (2020-2028)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Rising E-commerce Sales
 - 3.1.1.2. Shift of companies towards e-commerce platform
 - 3.1.2. Market Challenges
 - 3.1.2.1. Brand loyalty declining as a result of market dominance
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Growing influence of social media
 - 3.1.3.2. Introduction of smart clothing

CHAPTER 4. GLOBAL E-COMMERCE APPAREL MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers

- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2028)
- 4.2. PEST Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion
- 4.5. Top investment opportunity
- 4.6. Top winning strategies

CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT

- 5.1.1. Assessment of the overall impact of COVID-19 on the industry
- 5.1.2. Pre COVID-19 and post COVID-19 Market scenario

CHAPTER 6. GLOBAL E-COMMERCE APPAREL MARKET, BY TYPE

- 6.1. Market Snapshot
- 6.2. Global E-commerce Apparel Market by Type, Performance - Potential Analysis
- 6.3. Global E-commerce Apparel Market Estimates & Forecasts by Type 2018-2028 (USD Billion)
- 6.4. E-commerce Apparel Market, Sub Segment Analysis
 - 6.4.1. Women's Apparel
 - 6.4.2. Men's Apparel
 - 6.4.3. Children's Apparel

CHAPTER 7. GLOBAL E-COMMERCE APPAREL MARKET, REGIONAL ANALYSIS

- 7.1. E-commerce Apparel Market, Regional Market Snapshot
- 7.2. North America E-commerce Apparel Market
 - 7.2.1. U.S. E-commerce Apparel Market
 - 7.2.1.1. Type estimates & forecasts, 2018-2028
 - 7.2.2. Canada E-commerce Apparel Market
- 7.3. Europe E-commerce Apparel Market Snapshot
 - 7.3.1. U.K. E-commerce Apparel Market

- 7.3.2. Germany E-commerce Apparel Market
- 7.3.3. France E-commerce Apparel Market
- 7.3.4. Spain E-commerce Apparel Market
- 7.3.5. Italy E-commerce Apparel Market
- 7.3.6. Rest of Europe E-commerce Apparel Market
- 7.4. Asia-Pacific E-commerce Apparel Market Snapshot
 - 7.4.1. China E-commerce Apparel Market
 - 7.4.2. India E-commerce Apparel Market
 - 7.4.3. Japan E-commerce Apparel Market
 - 7.4.4. Australia E-commerce Apparel Market
 - 7.4.5. South Korea E-commerce Apparel Market
 - 7.4.6. Rest of Asia Pacific E-commerce Apparel Market
- 7.5. Latin America E-commerce Apparel Market Snapshot
 - 7.5.1. Brazil E-commerce Apparel Market
 - 7.5.2. Mexico E-commerce Apparel Market
- 7.6. Rest of The World E-commerce Apparel Market

CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Top Market Strategies
- 8.2. Company Profiles
 - 8.2.1. Walmart, Inc.
 - 8.2.1.1. Key Information
 - 8.2.1.2. Overview
 - 8.2.1.3. Financial (Subject to Data Availability)
 - 8.2.1.4. Product Summary
 - 8.2.1.5. Recent Developments
 - 8.2.2. Amazon, Inc.
 - 8.2.3. JD.com
 - 8.2.4. Alibaba
 - 8.2.5. eBay.com
 - 8.2.6. Flipkart
 - 8.2.7. Shopify
 - 8.2.8. Myntra
 - 8.2.9. OpenCart
 - 8.2.10. Jabong

CHAPTER 9. RESEARCH PROCESS

9.1. Research Process

9.1.1. Data Mining

9.1.2. Analysis

9.1.3. Market Estimation

9.1.4. Validation

9.1.5. Publishing

9.2. Research Attributes

9.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global E-commerce Apparel Market, report scope

TABLE 2. Global E-commerce Apparel Market estimates & forecasts by Region 2018-2028 (USD Billion)

TABLE 3. Global E-commerce Apparel Market estimates & forecasts by Type 2018-2028 (USD Billion)

TABLE 4. Global E-commerce Apparel Market by segment, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 5. Global E-commerce Apparel Market by region, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 6. Global E-commerce Apparel Market by segment, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 7. Global E-commerce Apparel Market by region, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 8. Global E-commerce Apparel Market by segment, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 9. Global E-commerce Apparel Market by region, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 10. Global E-commerce Apparel Market by segment, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 11. Global E-commerce Apparel Market by region, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 12. Global E-commerce Apparel Market by segment, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 13. Global E-commerce Apparel Market by region, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 14. U.S. E-commerce Apparel Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 15. U.S. E-commerce Apparel Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 16. U.S. E-commerce Apparel Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 17. Canada E-commerce Apparel Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 18. Canada E-commerce Apparel Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 19. Canada E-commerce Apparel Market estimates & forecasts by segment
2018-2028 (USD Billion)

TABLE 20. UK E-commerce Apparel Market estimates & forecasts, 2018-2028 (USD
Billion)

TABLE 21. UK E-commerce Apparel Market estimates & forecasts by segment
2018-2028 (USD Billion)

TABLE 22. UK E-commerce Apparel Market estimates & forecasts by segment
2018-2028 (USD Billion)

TABLE 23. Germany E-commerce Apparel Market estimates & forecasts, 2018-2028
(USD Billion)

TABLE 24. Germany E-commerce Apparel Market estimates & forecasts by segment
2018-2028 (USD Billion)

TABLE 25. Germany E-commerce Apparel Market estimates & forecasts by segment
2018-2028 (USD Billion)

TABLE 26. RoE E-commerce Apparel Market estimates & forecasts, 2018-2028 (USD
Billion)

TABLE 27. RoE E-commerce Apparel Market estimates & forecasts by segment
2018-2028 (USD Billion)

TABLE 28. RoE E-commerce Apparel Market estimates & forecasts by segment
2018-2028 (USD Billion)

TABLE 29. China E-commerce Apparel Market estimates & forecasts, 2018-2028 (USD
Billion)

TABLE 30. China E-commerce Apparel Market estimates & forecasts by segment
2018-2028 (USD Billion)

TABLE 31. China E-commerce Apparel Market estimates & forecasts by segment
2018-2028 (USD Billion)

TABLE 32. India E-commerce Apparel Market estimates & forecasts, 2018-2028 (USD
Billion)

TABLE 33. India E-commerce Apparel Market estimates & forecasts by segment
2018-2028 (USD Billion)

TABLE 34. India E-commerce Apparel Market estimates & forecasts by segment
2018-2028 (USD Billion)

TABLE 35. Japan E-commerce Apparel Market estimates & forecasts, 2018-2028 (USD
Billion)

TABLE 36. Japan E-commerce Apparel Market estimates & forecasts by segment
2018-2028 (USD Billion)

TABLE 37. Japan E-commerce Apparel Market estimates & forecasts by segment
2018-2028 (USD Billion)

TABLE 38. RoAPAC E-commerce Apparel Market estimates & forecasts, 2018-2028

(USD Billion)

TABLE 39. RoAPAC E-commerce Apparel Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 40. RoAPAC E-commerce Apparel Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 41. Brazil E-commerce Apparel Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 42. Brazil E-commerce Apparel Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 43. Brazil E-commerce Apparel Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 44. Mexico E-commerce Apparel Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 45. Mexico E-commerce Apparel Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 46. Mexico E-commerce Apparel Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 47. RoLA E-commerce Apparel Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 48. RoLA E-commerce Apparel Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 49. RoLA E-commerce Apparel Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 50. Row E-commerce Apparel Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 51. Row E-commerce Apparel Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 52. Row E-commerce Apparel Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 53. List of secondary sources, used in the study of global E-commerce Apparel Market

TABLE 54. List of primary sources, used in the study of global E-commerce Apparel Market

TABLE 55. Years considered for the study

TABLE 56. Exchange rates considered

List Of Figures

LIST OF FIGURES

- FIG 1. Global E-commerce Apparel Market, research methodology
- FIG 2. Global E-commerce Apparel Market, Market estimation techniques
- FIG 3. Global Market size estimates & forecast methods
- FIG 4. Global E-commerce Apparel Market, key trends 2021
- FIG 5. Global E-commerce Apparel Market, growth prospects 2022-2028
- FIG 6. Global E-commerce Apparel Market, porters 5 force model
- FIG 7. Global E-commerce Apparel Market, pest analysis
- FIG 8. Global E-commerce Apparel Market, value chain analysis
- FIG 9. Global E-commerce Apparel Market by segment, 2018 & 2028 (USD Billion)
- FIG 10. Global E-commerce Apparel Market by segment, 2018 & 2028 (USD Billion)
- FIG 11. Global E-commerce Apparel Market by segment, 2018 & 2028 (USD Billion)
- FIG 12. Global E-commerce Apparel Market by segment, 2018 & 2028 (USD Billion)
- FIG 13. Global E-commerce Apparel Market by segment, 2018 & 2028 (USD Billion)
- FIG 14. Global E-commerce Apparel Market, regional snapshot 2018 & 2028
- FIG 15. North America E-commerce Apparel Market 2018 & 2028 (USD Billion)
- FIG 16. Europe E-commerce Apparel Market 2018 & 2028 (USD Billion)
- FIG 17. Asia pacific Market 2018 & 2028 (USD Billion)
- FIG 18. Latin America E-commerce Apparel Market 2018 & 2028 (USD Billion)
- FIG 19. Global E-commerce Apparel Market, company Market share analysis (2021)

I would like to order

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