

Global Fashion and Lifestyle Market: Size, Trends & Forecasts (2019-2023)

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Abstracts

SCOPE OF THE REPORT

The report titled “Global Fashion and Lifestyle Market: Size, Trends & Forecasts (2019-2023)” provides detailed analysis of the global fashion and lifestyle market in terms of value, growth and subsequent segments. The report also provides regional analysis of the fashion and lifestyle market with focus on North America, Europe and Asia Pacific regions. Under competitive landscape, the online fashion and lifestyle companies (further split into generalist and specialist) have been compared on the basis of revenue and market capitalization.

Moreover, the report assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall fashion and lifestyle market has also been forecasted for the years 2019-2023, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The global fashion and lifestyle market is a highly competitive one with presence of various offline and online retailers. Amazon. Com Inc., Global Fashion Group (GFG), ASOS Plc and Zalando SE are some of the major players that are active in the selling of fashion accessories through online/ e-commerce channels whose company profiling has been done in the report. In this section of the report, business analysis, financial overview and business strategies of the companies have been provided.

Regional Coverage

Asia Pacific

North America

Europe

Company Coverage

Amazon. Com Inc

Global Fashion Group (GFG)

ASOS Plc

Zalando SE

EXECUTIVE SUMMARY

Fashion is an area of activity that consists of styles of clothing and appearance. It can also be described as a way of expressing oneself without the use of words. Fashion and lifestyle go hand in hand. Fashion reflects lifestyle and lifestyle is reflected in a person's outfits and accessories. Fashion is also sufficiently but not necessarily an indicator to a person's financial capability.

The global fashion and lifestyle market can be segmented on the basis of products, gender, distribution channel and price range. Apparels, footwear, beauty products and accessories such as jewelry, handbags, watches etc. are the sub categories of the market under its product segment. Menswear and womenswear are classifications under the gender category. On the basis of distribution channel, the market can be bifurcated into online (e-commerce and fashion retailer websites) and offline (such as physical stores and shopping malls).

The global fashion and lifestyle market is projected to grow at a healthy rate through the forecast period (2019-2023). Improving purchasing capacity due to hike in personal disposable income, hike in number of smartphone users, greater preference of customers to purchase fashion accessories through online channels are some of the crucial factors driving the growth of the market. The market is also confronted by some challenges such as rapidly changing consumer preferences, high risk of inventory write

off and vulnerability to technological disruptions.

Efforts by fashion retailers to provide a more personalized experience, generation Z evolving as a lucrative customer segment, innovations through technology, revamping offline shopping experiences, spike in Mergers and Acquisitions (M&A) transaction activity and emergence of athleisure are some of the latest trends existing in the market that have been captured in this report.

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