

Global Online Apparel Market:Size, Trends and Forecasts (2016-20)

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Abstracts

Scope of the Report

The report titled “Global Online Apparel Market: Size, Trends and Forecasts (2016-20)”, provides an in-depth analysis of the global online apparel market focusing on major fashion destinations such as the UK in Europe and the US in the North America region. Growth of online apparel market for these markets in addition to global market has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The report also includes detailed analysis of leading players in the online apparel segment globally such as ASOS PLC, Zalando SE, Amazon.com, Inc. and Boohoo.com, PLC on the basis of attributes such as business overview, recent developments, financials and strategies adopted by the market leaders in order to ensure growth, sustainability, etc.

Geographical Coverage

Europe - The UK, Germany, Italy, France, Russia

North America - The US

Rest of the World

Company Coverage

ASOS PLC

Zalando SE

Amazon.com, Inc.

Boohoo.com, PLC

Executive Summary

Online apparel retail or E-Retailing has been gaining popularity presently due to some of the inherent benefits associated with the online business model. Historic and forecast growth of apparel retail online surpasses other product categories such as Health, Electricals, Homewares, etc. The market has already manifested its potential in developed western economies such as nations in European region and the US. Developing countries all over the world are also catching up with rise in online apparel shopping.

Global online apparel market is driven by subsequent rise in online apparel market penetration globally, convenience, better prices and product variety provided by online apparel retailers. However, factors such as difficulty in management of supply chain, technological risk and changing customer tastes are posing challenge to growth of the industry. Key trends prevailing in the industry includes high mobile share of online fashion sale and strong portfolio of third party/own brands in online space and rise in fast-fashion own-label products.

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