

Global Online Apparel Retail Market: Size, Trends & Forecasts (2018-2022)

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Abstracts

Scope of the Report

The report titled “Global Online Apparel Retail Market: Size, Trends & Forecasts (2018-2022)” provides analysis of the global online apparel retail market with detailed analysis of the market size in terms of its value, growth and its segments.

The report also includes detailed regional analysis of the Asia region in terms of its value. Under competitive landscape, major players in the global online apparel retail market have been compared on the basis of revenue and market capitalization. Also, comparison of players present in the United States online apparel retail market on the basis of sales has been done.

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 online apparel retail market has also been forecasted for the years 2018-2022, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Amazon.com, Inc., Boohoo.com, ASOS Plc and Stitch Fix Inc. are some of the key players operating in the global online apparel retail market whose company profiling is done in the report. In this segment of the report, business overview, financial overview and the business strategies of the companies are provided.

Company Coverage

Amazon.com. Inc.

Boohoo.com

ASOS Plc

StitchFix Inc.

Regional Coverage

Asia – China and India

Executive Summary

Apparels or clothing refer to items that are worn on the body. For the younger generation, apparels are more of a style statement and play an important role in enhancing their personality. Apparels are sold to customers through two types of distribution channels namely store based retail and non store retail. Online retail which is a type of non store retail is becoming the most popular distribution channel for apparels.

The global online apparel retail market can be segmented on the basis of type, component and industry. On the basis of end user, the market can be further split into men, women and children. On the basis of components, the market can be segmented into upper ware, bottom ware and others. On the basis of industry, the market can sub segmented into fashion, banking, warehousing and information technology.

The global online apparel retail market is expected to grow at a healthy rate during the forecast period (2018-2022). The market is supported by various growth factors such as the hike in number of smartphone users, lower prices compared to offline shopping, product variety and convenience.

The market faces some challenges such as rapidly changing customer preferences, high risk of inventory write offs and business operations getting affected in the event of technological disruptions. Preference to personalized shopping experience, escalating demand of apparels from Generation Z, launch of private label brands by online retailers and growth opportunities of online apparel retailers in Europe are some of the latest trends existing in the market.

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