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Global Digital Wardrobe Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Digital Wardrobe market size is predicted to grow from US$ 394 million in 2025 to US$ 691 million in 2032; it is expected to grow at a CAGR of 8.5% from 2026 to 2032.

A digital wardrobe refers to a collection of virtual clothing that exists online. These can be digital representations of physical garments or purely virtual fashion items designed for use in the metaverse, social media, or gaming environments. Digital wardrobes are typically implemented through applications or platforms, allowing users to upload photos of their clothing, categorize and manage them, and create different outfit combinations through virtual try-ons and matching features. Some digital wardrobes also feature intelligent recommendations, suggesting suitable outfits based on the user's personal preferences, dressing habits, weather, activity, and other factors.

United States market for Digital Wardrobe is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Digital Wardrobe is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Digital Wardrobe is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Digital Wardrobe players cover Storey, Whatrobe, Gensmo, Capsule, Essembl, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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Report Scope

LPI (LP Information)' newest research report, the “Digital Wardrobe Industry Forecast” looks at past sales and reviews total world Digital Wardrobe sales in 2025, providing a comprehensive analysis by region and market sector of projected Digital Wardrobe sales for 2026 through 2032. With Digital Wardrobe sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Digital Wardrobe industry.

This Insight Report provides a comprehensive analysis of the global Digital Wardrobe landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Digital Wardrobe portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Digital Wardrobe market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Digital Wardrobe and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Digital Wardrobe.

This report presents a comprehensive overview, market shares, and growth opportunities of Digital Wardrobe market by product type, application, key players and key regions and countries.

Market Segmentation

Segmentation by Type:

Augmented Reality (AR) Fashion

NFT Fashion

Game-Based Skins & Apparel

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Subscription-Based Virtual Closets

Others

Segmentation by Application:

Individual

Commercial

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

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- Germany
- France
- UK
- Italy
- Russia

Middle East & Africa

- Egypt
- South Africa
- Israel
- Turkey
- GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

- Storey
- Whatrobe
- Gensmo
- Capsule
- Essembl
- OWNI

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Intelistyle

La Koketa

Save Your Wardrobe

OpenWardrobe

Whering

Pronti

Superlook

Live3D

MyEdit

Fotor

Indyx

YourCloset

UByDesign

Pixyle

Kl?m

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