

AI in Fashion Market by Component (Solutions and Services), Application (Product Recommendation, Product Search & Discovery, and CRM), Deployment Mode, Category, (Apparel, Accessories, and Beauty & Cosmetics), End User, and Region - Global Forecast to 2024

<https://marketpublishers.com/r/AE307F79CBB0EN.html>

Date: October 2019

Pages: 176

Price: US\$ 5,650.00 (Single User License)

ID: AE307F79CBB0EN

Abstracts

Customer's demand for a personalized experience to drive the adoption of AI in fashion across end-users

MarketsandMarkets expects the global AI in fashion market to grow from USD 228 million in 2019 to USD 1,260 million by 2024, at a Compound Annual Growth Rate (CAGR) of 40.8% during the forecast period. Major growth factors for the market include increasing need for inventory management, customer's demand for a personalized experience, and the growing influence of social media in the fashion industry. However, integration with the legacy system would limit market growth.

Fashion designer end-user segment to grow at a higher CAGR during the forecast period

Based on end-user, the AI in the fashion market is divided into fashion designers and fashion stores. The fashion stores comprises online and offline brand stores. Popular fashion designers are using AI solutions to have an in-depth understanding of people, culture, and their anthropological aspect to bring new designs to the market. Moreover, with the help of AI system designers can listen to social media's trending gossips on current fashion inclination, colors, patterns, and styles that help them launch new products as per market demand. The companies such as Amazon and Glitch have

launched AI-powered solution that can curate current fashion data and design new stylish clothing similar to human designs. The designers such as Falguni and Shane Peacock are using AI-powered solutions to introduce their latest collection designed by AI solutions.

Cloud deployment mode to hold a higher market share during the forecast period

Organizations have been gradually recognizing the importance of AI in the fashion industry and have started deploying them as per their needs including inventory management, designing, manufacturing, and sales and marketing. Most of the SMEs are adopting SDKs, APIs, and ML models that can be easily deployed on the cloud and does not need infrastructure in the premises. Due to ease of use and low-cost SMEs are moving on cloud deployment compared to on-premises.

AI in the fashion market in Asia Pacific (APAC) to grow at the highest CAGR during the forecast period

The high growth in the APAC market is attributed to the significant growth potential, increasing social media adoption, and rising digitalization with an increasing need to remain globally competitive. Furthermore, the inclination of APAC countries toward emerging technologies such as 3G and 4G is also expected to fuel the growth of the AI in the fashion market. However, the lack of technological awareness, privacy issues, and limited technical expertise in advanced technologies remain significant hurdles in the AI in fashion adoption across the region. The cloud-based AI in fashions present an optimal solution for these countries by minimizing integration complexities and installation costs.

In-depth interviews were conducted with the Chief Executive Officers (CEOs), Chief Technology Officers (CTOs), Chief Operating Officers (COOs), Vice Presidents (VPs), Managing Directors (MDs), technology and innovation directors, and related key executives from various key companies and organizations operating in the AI in fashion market.

By Company – Tier 1–27%, Tier 2–42%, and Tier 3–31%

By Designation – C-Level–45%, Director Level–41%, and Others–14%

By Region – North America–31%, Europe–36%, and APAC–19%, MEA-8%, Latin America -6%

The AI in fashion market comprises major solution providers such as Microsoft (US), IBM (US), Google (US), AWS (US), SAP (Germany), Facebook (US), Adobe (US), Oracle (US), Catchoom (Spain), Huawei (China), Vue.ai (US), Heuritech (France), Wide Eyes (Spain), FINDMINE (US), Intelistyle (England), Lily AI (US), Pptrns.ai (Netherlands), Syte (Israel), mode.ai (US), and Stitch Fix (US). The study includes an in-depth competitive analysis of these key players in the AI in the fashion market with their company profiles, recent developments, and key market strategies.

Research Coverage

The AI in fashion market revenue is classified primarily into revenues from solution and services. Solution revenue is associated with the platforms and software tools, while services' revenue is associated with training and consulting system integration and testing, and support and maintenance services. The market is also segmented based on component, deployment mode, applications, category, end-user, and region.

Key benefits of the report

The report would help the market leaders/new entrants in the market with the information on the closest approximations of the revenue numbers for the overall AI in the fashion market and the subsegments. The report would help stakeholders understand the competitive landscape and gain insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on the key market drivers, restraints, challenges, and opportunities.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
 - 1.2.1 INCLUSIONS AND EXCLUSIONS
- 1.3 MARKET SCOPE
- 1.4 YEARS CONSIDERED FOR THE STUDY
- 1.5 CURRENCY CONSIDERED
- 1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Breakdown of primary profiles
 - 2.1.2.2 Key industry insights
- 2.2 MARKET BREAKDOWN AND DATA TRIANGULATION
- 2.3 MARKET SIZE ESTIMATION
 - 2.3.1 TOP-DOWN APPROACH
 - 2.3.2 BOTTOM-UP APPROACH
- 2.4 MARKET FORECAST
- 2.5 ASSUMPTIONS FOR THE STUDY
- 2.6 LIMITATIONS OF THE STUDY

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES IN THE ARTIFICIAL INTELLIGENCE IN FASHION MARKET
- 4.2 ARTIFICIAL INTELLIGENCE IN FASHION MARKET: TOP 4 CATEGORIES
- 4.3 ARTIFICIAL INTELLIGENCE IN FASHION MARKET: TOP 3 APPLICATIONS AND REGIONS
- 4.4 ARTIFICIAL INTELLIGENCE IN FASHION MARKET, BY APPLICATION

5 MARKET OVERVIEW AND INDUSTRY TRENDS

AI in Fashion Market by Component (Solutions and Services), Application (Product Recommendation, Product Search...

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

5.2.1 DRIVERS

5.2.1.1 Customer demand for personalized experience

5.2.1.2 Increasing need for inventory management

5.2.1.3 Growing influence of social media on the fashion industry

5.2.2 RESTRAINTS

5.2.2.1 Integration with legacy systems

5.2.3 OPPORTUNITIES

5.2.3.1 Identifying future fashion trends by analyzing customer buying behavior

5.2.3.2 Growth of fast fashion retail to boost the adoption of AI in the fashion industry

5.2.4 CHALLENGES

5.2.4.1 Incorporating cultural differentiation in fashion trends

5.3 TECHNOLOGIES THAT IMPACT FASHION INDUSTRY

5.3.1 MACHINE LEARNING

5.3.2 DEEP LEARNING

5.3.3 NATURAL LANGUAGE PROCESSING

5.3.4 AUGMENTED REALITY/VIRTUAL REALITY

5.4 USE CASES

5.4.1 USE CASE: SCENARIO 1

5.4.2 USE CASE: SCENARIO 2

5.4.3 USE CASE: SCENARIO 3

5.4.4 USE CASE: SCENARIO 4

5.4.5 USE CASE: SCENARIO 5

6 ARTIFICIAL INTELLIGENCE IN FASHION MARKET, BY COMPONENT

6.1 INTRODUCTION

6.2 SOLUTIONS

6.2.1 SOFTWARE TOOLS

6.2.1.1 Growing need for specific solutions for every application to drive the adoption of software tools during the forecast period

6.2.2 PLATFORMS

6.2.2.1 Increasing need for comprehensive AI solutions across fashion industry to drive the adoption of AI platforms

6.3 SERVICES

6.3.1 TRAINING AND CONSULTING

6.3.1.1 Need for rapid adoption and optimization of AI solutions to drive the training

and consulting services segment

6.3.2 SYSTEM INTEGRATION AND TESTING

6.3.2.1 Need to ensure proper integration of existing infrastructure with AI fashion solutions to drive the demand for system integration and testing services

6.3.3 SUPPORT AND MAINTENANCE

6.3.3.1 Complexity of operations and need for regular assistance during the software life cycle to foster the growth of support and maintenance services

7 ARTIFICIAL INTELLIGENCE IN FASHION MARKET, BY DEPLOYMENT MODE

7.1 INTRODUCTION

7.2 CLOUD

7.2.1 EASE OF DEPLOYMENT AND IMPROVED SCALABILITY AND INTEGRATION TO DRIVE THE ADOPTION OF CLOUD-BASED AI SOLUTIONS IN FASHION INDUSTRY

7.3 ON-PREMISES

7.3.1 ADVANTAGES OF DATA PRIVACY AND SECURITY TO ACCELERATE THE GROWTH OF THE ON-PREMISES DEPLOYMENT MODE

8 ARTIFICIAL INTELLIGENCE IN FASHION MARKET, BY APPLICATION

8.1 INTRODUCTION

8.2 PRODUCT RECOMMENDATION

8.2.1 ABILITY TO EFFECTIVELY ENGAGE CUSTOMERS ACROSS ONLINE AND OFFLINE CHANNELS TO CONTRIBUTE TO THE GROWTH OF THE SEGMENT

8.3 PRODUCT SEARCH AND DISCOVERY

8.3.1 GROWING NEED TO PROVIDE SEAMLESS SHOPPING EXPERIENCES TO INCREASE THE ADOPTION OF AI-POWERED TECHNOLOGIES

8.4 SUPPLY CHAIN MANAGEMENT AND DEMAND PLANNING

8.4.1 NEED TO STREAMLINE SUPPLY CHAIN OPERATIONS AND GAIN A COMPETITIVE EDGE IN THE MARKET TO DRIVE THE ADOPTION OF AI IN FASHION

8.5 CREATIVE DESIGNING AND TREND FORECASTING

8.5.1 NEED FOR QUALITY INSIGHTS INTO ONGOING FASHION TRENDS TO DRIVE THE CREATIVE DESIGNING AND TREND FORECASTING APPLICATION

8.6 CUSTOMER RELATIONSHIP MANAGEMENT

8.6.1 FASHION RETAILERS TO ADOPT AI SOLUTIONS TO BETTER ANALYZE SALE PROSPECTS

8.7 VIRTUAL ASSISTANT

8.7.1 VIRTUAL ASSISTANT TO PLAY A CRITICAL ROLE IN DEVELOPING EFFECTIVE COMMUNICATION BETWEEN FASHION BRANDS AND CUSTOMERS
8.8 OTHERS

9 ARTIFICIAL INTELLIGENCE IN FASHION MARKET, BY CATEGORY

9.1 INTRODUCTION

9.2 APPAREL

9.2.1 RAPID TECHNOLOGICAL CHANGES TO DRIVE THE ADOPTION OF AI FASHION SOLUTION TO PROVIDE STYLE RECOMMENDATIONS

9.3 ACCESSORIES

9.3.1 BRANDS TO ADOPT ML TECHNOLOGIES TO PREDICT PURCHASE PATTERNS

9.4 FOOTWEAR

9.4.1 FOOTWEAR BRANDS TO ADOPT AI AND ML TECHNOLOGIES TO DELIVER PERSONALIZED CUSTOMER EXPERIENCE

9.5 BEAUTY AND COSMETICS

9.5.1 BEAUTY AND COSMETICS BRANDS TO USE AI AND ML TECHNOLOGIES TO HELP SHOPPERS FIND APPROPRIATE PRODUCTS

9.6 JEWELRY AND WATCHES

9.6.1 JEWELRY AND WATCHES BRANDS TO LEVERAGE AI AND ML TECHNOLOGIES TO IDENTIFY LATEST CONSUMER TRENDS

9.7 OTHERS

10 ARTIFICIAL INTELLIGENCE IN FASHION MARKET, BY END USER

10.1 INTRODUCTION

10.2 FASHION DESIGNERS

10.2.1 AI TECHNOLOGIES TO ASSIST FASHION DESIGNERS ENHANCE THEIR CREATIVE DESIGNING PROCESS

10.3 FASHION STORES

10.3.1 FASHION BRANDS TO ADOPT AI TECHNOLOGIES TO GAIN COMPETITIVE ADVANTAGE IN THE MARKET

11 ARTIFICIAL INTELLIGENCE IN FASHION MARKET, BY REGION

11.1 INTRODUCTION

11.2 NORTH AMERICA

11.2.1 UNITED STATES

11.2.1.1 Rapid growth of technologies and infrastructures to increase the adoption of AI-based solutions among the fashion industry

11.2.2 CANADA

11.2.2.1 Growing technological advancements in Canada to boost the growth of AI solutions among fashion retailers

11.3 EUROPE

11.3.1 UNITED KINGDOM

11.3.1.1 Rising online shopping to drive the market growth in the UK

11.3.2 GERMANY

11.3.2.1 Numerous expansion opportunities for fashion brands in Germany to drive the growth of AI in fashion solutions

11.3.3 FRANCE

11.3.3.1 Increasing use of fashion and lifestyle products to create a potential market for AI in fashion in France

11.3.4 REST OF EUROPE

11.4 ASIA PACIFIC

11.4.1 CHINA

11.4.1.1 Increasing technological developments in China to boost the adoption of AI technology among fashion brands

11.4.2 INDIA

11.4.2.1 Growing fashion trend of wearable tech to boost the adoption of AI technology in India

11.4.3 JAPAN

11.4.3.1 Increasing need for automation in Japan to drive the growth of AI in inventory and supply chain management in fashion retail

11.4.4 AUSTRALIA

11.4.4.1 Increasing customer expectations to drive the fashion retail investments in advanced technologies in Australia

11.4.5 REST OF ASIA PACIFIC

11.5 MIDDLE EAST AND AFRICA

11.5.1 UNITED ARAB EMIRATES

11.5.1.1 Changing customer expectations and shorter strategy cycle to enhance the adoption of digital and AI technology across the UAE

11.5.2 SAUDI ARABIA

11.5.2.1 Gradual adoption of fashionable clothing to drive the adoption the AI in fashion retail

11.5.3 SOUTH AFRICA

11.5.3.1 Lack of technological skills and poor data quality to restrain the growth of AI among South African fashion retailers

11.5.4 REST OF MIDDLE EAST AND AFRICA

11.6 LATIN AMERICA

11.6.1 BRAZIL

11.6.1.1 Growing eCommerce across Brazil to boost the adoption of AI in the fashion industry

11.6.2 MEXICO

11.6.2.1 Growing developments in computer vision, ML, and NLP to provide opportunities for fashion retailers for adopting advanced technologies in Mexico

11.6.3 ARGENTINA

11.6.3.1 Growing demand for luxurious goods and need for streamlined supply chain to enhance the adoption of AI in Argentina

11.6.4 REST OF LATIN AMERICA

12 COMPETITIVE LANDSCAPE

12.1 INTRODUCTION

12.2 COMPETITIVE LEADERSHIP MAPPING

12.2.1 PROGRESSIVE COMPANIES

12.2.2 RESPONSIVE COMPANIES

12.2.3 DYNAMIC COMPANIES

12.2.4 STARTING BLOCKS

13 COMPANY PROFILES

13.1 INTRODUCTION

(Business Overview, Solutions & Projects Undertaken, Key Insights, Recent Developments, SWOT Analysis, MnM View)*

13.2 MICROSOFT

13.3 IBM

13.4 GOOGLE

13.5 AWS

13.6 SAP

13.7 FACEBOOK

13.8 ADOBE

13.9 ORACLE

13.10 CATCHOOM

13.11 HUAWEI

13.12 VUE.AI

13.13 HEURITECH

- 13.14 WIDE EYES
- 13.15 FINDMINE
- 13.16 INTELISTYLE
- 13.17 LILY AI
- 13.18 PTTRNS.AI
- 13.19 SYTE
- 13.20 MODE.AI
- 13.21 STITCH FIX

*Details on Business Overview, Solutions & Projects Undertaken, Key Insights, Recent Developments, SWOT Analysis, MnM View might not be captured in case of unlisted companies.

14 APPENDIX

- 14.1 INDUSTRY EXCERPTS
- 14.2 DISCUSSION GUIDE
- 14.3 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL
- 14.4 AVAILABLE CUSTOMIZATIONS
- 14.5 RELATED REPORTS
- 14.6 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

TABLE 1 UNITED STATES DOLLAR EXCHANGE RATE, 2016–2018

TABLE 2 GLOBAL ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE AND GROWTH RATE, 2017–2024 (USD MILLION AND Y-O-Y %)

TABLE 3 DAILY ACTIVE USERS OF SOCIAL MEDIA (GLOBAL)

TABLE 4 ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY COMPONENT, 2017–2024 (USD MILLION)

TABLE 5 SOLUTIONS: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 6 SOLUTIONS: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 7 SOFTWARE TOOLS MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 8 PLATFORMS MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 9 SERVICES: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 10 SERVICES: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 11 TRAINING AND CONSULTING MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 12 SYSTEM INTEGRATION AND TESTING MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 13 SUPPORT AND MAINTENANCE: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 14 ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD MILLION)

TABLE 15 CLOUD: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 16 ON-PREMISES: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 17 ARTIFICIAL INTELLIGENCE IN FASHION MARKET, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 18 MOBILE DATA TRAFFIC

TABLE 19 PRODUCT RECOMMENDATION: ARTIFICIAL INTELLIGENCE IN FASHION MARKET, BY REGION, 2017–2024 (USD MILLION)

TABLE 20 PRODUCT SEARCH AND DISCOVERY: ARTIFICIAL INTELLIGENCE IN

FASHION MARKET, BY REGION, 2017–2024 (USD MILLION)

TABLE 21 SUPPLY CHAIN MANAGEMENT AND DEMAND FORECASTING:

ARTIFICIAL INTELLIGENCE IN FASHION MARKET, BY REGION, 2017–2024 (USD MILLION)

TABLE 22 CREATIVE DESIGNING AND TREND FORECASTING: ARTIFICIAL INTELLIGENCE IN FASHION MARKET, BY REGION, 2017–2024 (USD MILLION)

TABLE 23 CUSTOMER RELATIONSHIP MANAGEMENT: ARTIFICIAL INTELLIGENCE IN FASHION MARKET, BY REGION, 2017–2024 (USD MILLION)

TABLE 24 VIRTUAL ASSISTANT: ARTIFICIAL INTELLIGENCE IN FASHION MARKET, BY REGION, 2017–2024 (USD MILLION)

TABLE 25 OTHERS: ARTIFICIAL INTELLIGENCE IN FASHION MARKET, BY REGION, 2017–2024 (USD MILLION)

TABLE 26 ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY CATEGORY, 2017–2024 (USD MILLION)

TABLE 27 APPAREL: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 28 ACCESSORIES: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 29 FOOTWEAR: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 30 BEAUTY AND COSMETICS: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 31 JEWELRY AND WATCHES: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 32 OTHERS: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 33 ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY END USER, 2017–2024 (USD MILLION)

TABLE 34 FASHION DESIGNERS: ARTIFICIAL INTELLIGENCE IN FASHION MARKET, BY REGION, 2017–2024 (USD MILLION)

TABLE 35 FASHION STORES: ARTIFICIAL INTELLIGENCE IN FASHION MARKET, BY REGION, 2017–2024 (USD MILLION)

TABLE 36 ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 37 DATA TRAFFIC IN NORTH AMERICA, 2016–2024 (PETABYTES/YEAR)

TABLE 38 MAJOR ERETAILERS IN NORTH AMERICA

TABLE 39 NORTH AMERICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY COMPONENT, 2017–2024 (USD THOUSAND)

TABLE 40 NORTH AMERICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET

SIZE, BY SOLUTION, 2017–2024 (USD THOUSAND)

TABLE 41 NORTH AMERICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY SERVICE, 2017–2024 (USD THOUSAND)

TABLE 42 NORTH AMERICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD THOUSAND)

TABLE 43 NORTH AMERICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY APPLICATION, 2017–2024 (USD THOUSAND)

TABLE 44 NORTH AMERICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY CATEGORY, 2017–2024 (USD THOUSAND)

TABLE 45 NORTH AMERICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY END USER, 2017–2024 (USD THOUSAND)

TABLE 46 NORTH AMERICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY COUNTRY, 2017–2024 (USD THOUSAND)

TABLE 47 UNITED STATES: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY COMPONENT, 2017–2024 (USD THOUSAND)

TABLE 48 UNITED STATES: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY SOLUTION, 2017–2024 (USD THOUSAND)

TABLE 49 UNITED STATES: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY SERVICE, 2017–2024 (USD THOUSAND)

TABLE 50 UNITED STATES: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD THOUSAND)

TABLE 51 UNITED STATES: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY APPLICATION, 2017–2024 (USD THOUSAND)

TABLE 52 UNITED STATES: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY CATEGORY, 2017–2024 (USD THOUSAND)

TABLE 53 UNITED STATES: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY END USER, 2017–2024 (USD THOUSAND)

TABLE 54 MAJOR ERETAILERS IN EUROPE

TABLE 55 EUROPE: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY COMPONENT, 2017–2024 (USD THOUSAND)

TABLE 56 EUROPE: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY SOLUTION, 2017–2024 (USD THOUSAND)

TABLE 57 EUROPE: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY SERVICE, 2017–2024 (USD THOUSAND)

TABLE 58 EUROPE: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD THOUSAND)

TABLE 59 EUROPE: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY APPLICATION, 2017–2024 (USD THOUSAND)

TABLE 60 EUROPE: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY

CATEGORY, 2017–2024 (USD THOUSAND)

TABLE 61 EUROPE: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY END USER, 2017–2024 (USD THOUSAND)

TABLE 62 EUROPE: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY COUNTRY, 2017–2024 (USD THOUSAND)

TABLE 63 UNITED KINGDOM: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY COMPONENT, 2017–2024 (USD THOUSAND)

TABLE 64 UNITED KINGDOM: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY SOLUTION, 2017–2024 (USD THOUSAND)

TABLE 65 UNITED KINGDOM: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY SERVICE, 2017–2024 (USD THOUSAND)

TABLE 66 UNITED KINGDOM: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD THOUSAND)

TABLE 67 UNITED KINGDOM: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY APPLICATION, 2017–2024 (USD THOUSAND)

TABLE 68 UNITED KINGDOM: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY CATEGORY, 2017–2024 (USD THOUSAND)

TABLE 69 UNITED KINGDOM: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY END USER, 2017–2024 (USD THOUSAND)

TABLE 70 DATA TRAFFIC IN ASIA PACIFIC, 2016–2024 (PETABYTES/YEAR)

TABLE 71 MAJOR ERETAILERS IN ASIA PACIFIC

TABLE 72 ASIA PACIFIC: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY COMPONENT, 2017–2024 (USD THOUSAND)

TABLE 73 ASIA PACIFIC: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY SOLUTION, 2017–2024 (USD THOUSAND)

TABLE 74 ASIA PACIFIC: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY SERVICE, 2017–2024 (USD THOUSAND)

TABLE 75 ASIA PACIFIC: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD THOUSAND)

TABLE 76 ASIA PACIFIC: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY APPLICATION, 2017–2024 (USD THOUSAND)

TABLE 77 ASIA PACIFIC: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY CATEGORY, 2017–2024 (USD THOUSAND)

TABLE 78 ASIA PACIFIC: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY END USER, 2017–2024 (USD THOUSAND)

TABLE 79 ASIA PACIFIC: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY COUNTRY, 2017–2024 (USD THOUSAND)

TABLE 80 CHINA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY COMPONENT, 2017–2024 (USD THOUSAND)

TABLE 81 CHINA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY SOLUTION, 2017–2024 (USD THOUSAND)

TABLE 82 CHINA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY SERVICE, 2017–2024 (USD THOUSAND)

TABLE 83 CHINA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD THOUSAND)

TABLE 84 CHINA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY APPLICATION, 2017–2024 (USD THOUSAND)

TABLE 85 CHINA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY CATEGORY, 2017–2024 (USD THOUSAND)

TABLE 86 CHINA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY END USER, 2017–2024 (USD THOUSAND)

TABLE 87 DATA TRAFFIC IN MIDDLE EAST AND AFRICA, 2016–2024 (PETABYTES/YEAR)

TABLE 88 MIDDLE EAST AND AFRICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY COMPONENT, 2017–2024 (USD THOUSAND)

TABLE 89 MIDDLE EAST AND AFRICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY SOLUTION, 2017–2024 (USD THOUSAND)

TABLE 90 MIDDLE EAST AND AFRICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY SERVICE, 2017–2024 (USD THOUSAND)

TABLE 91 MIDDLE EAST AND AFRICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD THOUSAND)

TABLE 92 MIDDLE EAST AND AFRICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY APPLICATION, 2017–2024 (USD THOUSAND)

TABLE 93 MIDDLE EAST AND AFRICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY CATEGORY, 2017–2024 (USD THOUSAND)

TABLE 94 MIDDLE EAST AND AFRICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY END USER, 2017–2024 (USD THOUSAND)

TABLE 95 MIDDLE EAST AND AFRICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY COUNTRY, 2017–2024 (USD THOUSAND)

TABLE 96 UNITED ARAB EMIRATES: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY COMPONENT, 2017–2024 (USD THOUSAND)

TABLE 97 UNITED ARAB EMIRATES: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY SOLUTION, 2017–2024 (USD THOUSAND)

TABLE 98 UNITED ARAB EMIRATES: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY SERVICE, 2017–2024 (USD THOUSAND)

TABLE 99 UNITED ARAB EMIRATES: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD THOUSAND)

TABLE 100 UNITED ARAB EMIRATES: ARTIFICIAL INTELLIGENCE IN FASHION

MARKET SIZE, BY APPLICATION, 2017–2024 (USD THOUSAND)

TABLE 101 UNITED ARAB EMIRATES: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY CATEGORY, 2017–2024 (USD THOUSAND)

TABLE 102 UNITED ARAB EMIRATES: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY END USER, 2017–2024 (USD THOUSAND)

TABLE 103 DATA TRAFFIC IN LATIN AMERICA, 2016–2024 (PETABYTES/YEAR)

TABLE 104 MAJOR ERETAILERS IN LATIN AMERICA

TABLE 105 LATIN AMERICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY COMPONENT, 2017–2024 (USD THOUSAND)

TABLE 106 LATIN AMERICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY SOLUTION, 2017–2024 (USD THOUSAND)

TABLE 107 LATIN AMERICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY SERVICE, 2017–2024 (USD THOUSAND)

TABLE 108 LATIN AMERICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD THOUSAND)

TABLE 109 LATIN AMERICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY APPLICATION, 2017–2024 (USD THOUSAND)

TABLE 110 LATIN AMERICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY CATEGORY, 2017–2024 (USD THOUSAND)

TABLE 111 LATIN AMERICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY END USER, 2017–2024 (USD THOUSAND)

TABLE 112 LATIN AMERICA: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY COUNTRY, 2017–2024 (USD THOUSAND)

TABLE 113 BRAZIL: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY COMPONENT, 2017–2024 (USD THOUSAND)

TABLE 114 BRAZIL: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY SOLUTION, 2017–2024 (USD THOUSAND)

TABLE 115 BRAZIL: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY SERVICE, 2017–2024 (USD THOUSAND)

TABLE 116 BRAZIL: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD THOUSAND)

TABLE 117 BRAZIL: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY APPLICATION, 2017–2024 (USD THOUSAND)

TABLE 118 BRAZIL: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY CATEGORY, 2017–2024 (USD THOUSAND)

TABLE 119 BRAZIL: ARTIFICIAL INTELLIGENCE IN FASHION MARKET SIZE, BY END USER, 2017–2024 (USD THOUSAND)

List Of Figures

LIST OF FIGURES

FIGURE 1 MARKET SEGMENTATION

FIGURE 2 REGIONS COVERED

FIGURE 3 ARTIFICIAL INTELLIGENCE IN FASHION MARKET: RESEARCH DESIGN

FIGURE 4 ARTIFICIAL INTELLIGENCE IN FASHION MARKET: TOP-DOWN AND
BOTTOM-UP APPROACHES

FIGURE 5 FACTOR ANALYSIS

FIGURE 6 SOLUTIONS SEGMENT TO ACCOUNT FOR A LARGER MARKET SIZE

FIGURE 7 PLATFORMS SEGMENT TO ACCOUNT FOR A LARGER MARKET SIZE

FIGURE 8 TRAINING AND CONSULTING SEGMENT TO ACCOUNT FOR
THE LARGEST MARKET SIZE

FIGURE 9 FASHION STORES TO ACCOUNT FOR A HIGHER MARKET SHARE

FIGURE 10 PRODUCT RECOMMENDATION TO ACCOUNT FOR THE LARGEST
MARKET SIZE

FIGURE 11 ASIA PACIFIC TO ACCOUNT FOR THE HIGHEST CAGR DURING
THE FORECAST PERIOD

FIGURE 12 GROWING NEED TO DELIVER PERSONALIZED EXPERIENCE TO
DRIVE THE ARTIFICIAL INTELLIGENCE IN FASHION MARKET

FIGURE 13 ACCESSORIES TO GROW AT THE HIGHEST RATE DURING THE
FORECAST PERIOD

FIGURE 14 PRODUCT RECOMMENDATION AND NORTH AMERICA TO ACCOUNT
FOR THE HIGHEST MARKET SHARES IN THE ARTIFICIAL INTELLIGENCE IN
FASHION MARKET IN 2019

FIGURE 15 PRODUCT RECOMMENDATION TO REGISTER
THE HIGHEST MARKET SHARE IN 2019

FIGURE 16 ASIA PACIFIC TO BE THE BEST REGION FOR INVESTMENTS DURING
THE FORECAST PERIOD

FIGURE 17 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES:
ARTIFICIAL INTELLIGENCE IN FASHION MARKET

FIGURE 18 SERVICES SEGMENT TO GROW AT A HIGHER CAGR DURING
THE FORECAST PERIOD

FIGURE 19 PLATFORMS SEGMENT TO HOLD A LARGER MARKET SIZE DURING
THE FORECAST PERIOD

FIGURE 20 SYSTEM INTEGRATION AND TESTING SEGMENT TO GROW AT
THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 21 CLOUD SEGMENT TO HOLD A LARGER MARKET SIZE DURING

THE FORECAST PERIOD

FIGURE 22 PRODUCT SEARCH AND DISCOVERY SEGMENT TO REGISTER THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 23 ACCESSORIES SEGMENT TO GROW AT THE HIGHEST CAGR DURING

THE FORECAST PERIOD

FIGURE 24 FASHION STORES SEGMENT TO REGISTER A LARGER MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 25 ASIA PACIFIC TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 26 AUSTRALIA TO HOLD THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 27 ASIA PACIFIC TO HAVE THE HIGHEST CAGR IN THE AI IN FASHION MARKET DURING THE FORECAST PERIOD

FIGURE 28 NORTH AMERICA: MARKET SNAPSHOT

FIGURE 29 PRODUCT SEARCH AND DISCOVERY SEGMENT TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 30 PRODUCT SEARCH AND DISCOVERY SEGMENT TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 31 ASIA PACIFIC: MARKET SNAPSHOT

FIGURE 32 PRODUCT SEARCH AND DISCOVERY SEGMENT TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 33 PRODUCT SEARCH AND DISCOVERY SEGMENT TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 34 PRODUCT SEARCH AND DISCOVERY SEGMENT TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 35 ARTIFICIAL INTELLIGENCE IN FASHION MARKET (STARTUP), COMPETITIVE LEADERSHIP MAPPING, 2019

FIGURE 36 MICROSOFT: COMPANY SNAPSHOT

FIGURE 37 MICROSOFT: SWOT ANALYSIS

FIGURE 38 IBM: COMPANY SNAPSHOT

FIGURE 39 IBM: SWOT ANALYSIS

FIGURE 40 GOOGLE: COMPANY SNAPSHOT

FIGURE 41 GOOGLE: SWOT ANALYSIS

FIGURE 42 AWS: COMPANY SNAPSHOT

FIGURE 43 AWS: SWOT ANALYSIS

FIGURE 44 SAP: COMPANY SNAPSHOT

FIGURE 45 SAP: SWOT ANALYSIS

FIGURE 46 FACEBOOK: COMPANY SNAPSHOT

FIGURE 47 ADOBE: COMPANY SNAPSHOT
FIGURE 48 ORACLE: COMPANY SNAPSHOT

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