

# North America Fashion Design Software Market Forecast to 2030 - Regional Analysis - by Type (2D Software and 3D Software) and End User (Enterprises, Individuals, and Institutions)

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## Abstracts

The North America fashion design software market was valued at US\$ 233.23 million in 2022 and is expected to reach US\$ 428.04 million by 2030; it is estimated to grow at a CAGR of 7.9% from 2022 to 2030.

**Growing Trend of On-Demand Customization Fuels the North America Fashion Design Software Market**

There is a rise in fashion awareness as well as a growing desire of consumers to express their individuality through clothing choices. As people become more conscious of style and personal branding, they seek unique and personalized items that reflect their personalities, preferences, and values. The fashion design software allows buyers to experience the product on a virtual platform; it can be designed according to their needs and preferences. Further, various market players offer customization services to their clients. Print-On-Demand Personalization Design software captures the attention of consumers looking for clothing customized to their unique requirements and tastes, whether it is a particular cut, design, fabric, or colour. For instance, in December 2020, Amazon Fashion launched "Made for You," a custom clothing service. It is a virtual tool that enables the customization of T-shirts by providing a collection of eight colours, preferred sleeves, necklines, and shirt lengths. Also, SquadLocker, an American software and fulfillment company specializing in bespoke apparel and gear, has introduced SquadGear, a new and fully owned line of sublimated uniforms. In 2019, In collaboration with Levi's, YR launched a cutting-edge print bar in US and European retail locations. Furthermore, the rise of social media and influencer culture has amplified the desire for unique fashion pieces. Consumers want to stand out and be recognized for their style choices, and customization offers an ideal solution for

achieving this goal. By allowing customers to have clothing according to their specific needs, on-demand customization enables individuals to create garments that truly represent their individuality. Also, there is a trend of increasing demand for sustainable and ethical fashion. As consumers become more environmentally conscious, there is a growing aversion to mass-produced, fast-fashion items that contribute to waste and exploitation. On-demand customization promotes a more sustainable approach to fashion by encouraging consumers to invest in high-quality, personalized garments that they are more likely to keep for a more extended period. Many market players such as Amazon Fashion, Louoj, and Your Design Store of India are successfully offering customization services. When prominent brands adopt these services, it validates the concept and attracts more customers. Fashion design software and print-on-demand personalization services have enabled consumers to actively participate in the design process, resulting in a surge in demand for unique and customized clothing items. Thus, the trend of on-demand customization in the fashion industry is primarily driven by consumers' desire for individuality, fashion awareness, and sustainable choices, which is driving the market.

#### North America Fashion Design Software Market Overview

North America's fashion landscape has been profoundly influenced by technological advancements, signaling a significant transformation in the industry. On October 20, 2020, VNTANA and Browzwear joined forces to introduce a groundbreaking 3D Collaboration Platform, a remarkable milestone for freelance designers. This platform empowers designers to share their Browzwear designs in 3D, facilitating streamlined feedback and distribution across diverse digital platforms such as eCommerce and social media. The integration of VNTANA's platform not only enhances designers' capabilities but also emphasizes the role of fashion design software in facilitating seamless collaboration and creative expression. In August 2020, Cotton Incorporated launched the "CottonWorks" program to introduce 3D downloadable digital fabric files. These files are available for popular design programs such as Browzwear and CLO. By providing designers access to innovative and inventive cotton and cotton-rich fabrics, this initiative is redefining the design process, thereby boosting the demand for fashion design software solutions that support such cutting-edge endeavors. Moreover, H&M Group's venture into tech-driven sustainability is proof of North America's commitment to innovation. By exploring 3D-based design and AI-powered personal avatars, H&M Group aims to eliminate waste, enhance accessibility, and elevate the customer experience. This forward-looking approach reinforces the increasing relevance of fashion design software in facilitating the integration of technology and sustainable practices. These advancements show North America's evolving fashion landscape, where technology-driven solutions are reshaping design, manufacturing, and consumer engagement. The adoption of 3D technology and AI and innovative collaborations are

propelling the demand for fashion design software, providing the necessary tools to drive efficiency, creativity, and sustainability in the region's fashion industry. As these trends continue to shape the market, the role of fashion design software is set to play a pivotal role in supporting and advancing these transformative initiatives.

North America Fashion Design Software Market Revenue and Forecast to 2030 (US\$ Million)

North America Fashion Design Software Market Segmentation

The North America fashion design software market is segmented based on type, end user, and country.

Based on type, the North America fashion design software market is bifurcated into 2D software and 3D software. The 3D software segment held a larger share in 2022. The 2D software is further subsegmented into apparel, gaming, and media. The 3D software is further subsegmented into apparel, gaming, and media.

By end user, the North America fashion design software market is segmented into enterprises, individuals, and institutions. The enterprises segment held the largest share in 2022.

Based on country, the North America fashion design software market is segmented into the US, Canada, and Mexico. The US dominated the North America fashion design software market in 2022.

Adobe Inc, Autometrix Inc, Browzwear Solutions Pte Ltd, CLO Virtual Fashion LLC, Harper Arrington Publishing LLC, Optitex Ltd, Strategies SA, TG3D Studio Inc, and Tukatech Inc are some of the leading companies operating in the North America fashion design software market.

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