

# Global Fashion Retailing Market: Industry Analysis & Outlook (2016-2020)

<https://marketpublishers.com/r/G6512FC778DEN.html>

Date: July 2016

Pages: 50

Price: US\$ 800.00 (Single User License)

ID: G6512FC778DEN

## Abstracts

Fashion can be described as any style (or styles) of apparel, footwear, bags and accessories preferred to be worn at any given time by groups of people. The styles and trends may vary depending upon whether it is designed for a high-street users or mass-market users/street-style fashion users. The fashion industry involves the design, manufacturing, distribution, marketing and retailing of all types of apparel (men's, women's, and children's) from the most exclusive and luxurious couture and designer fashions to ordinary everyday clothing.

Fashion retailing involves the sale of fashion products or merchandise for individual consumption, either from a fixed location such as a specialty store, department store or stall, or through a wide-ranging online network, also known as e-commerce portals. Fashion retailing in the present world scenario operates in two types of retailing namely On-site retailing and Off-site retailing. On the basis of fashion line, fashion retailing can be segmented into Haute-couture, RTW designer, Fast fashion and Mass-market fashion.

The key factors which are anticipated to drive this market include growing global retail Ecommerce sector, rising online fashion penetration rate, increasing middle-class consumption expenditure and rising young population. Some of the noteworthy trends of this industry include upswing in fast-fashion retail, rising online spending in emerging markets and globally converging fashion due to increasing travel. However, the growth of respective industry is challenged by high cost of labor, exchange rate volatility and swiftly changing fashion styles.

The report provides an extensive study of global fashion retail market and also some of its major regional markets. Furthermore, market dynamics such as key trends and

development; and challenges are analyzed in depth. The global fashion retail market is highly competitive consisting of several large enterprises including the Inditex, H&M, Gap Inc, and Fast Retailing. The competitive landscape of the respective market, along with the company profiles of the leading players are also discussed in detail.

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