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Global Online Apparel & Footwear Market: Industry Analysis & Outlook (2018-2022)

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Abstracts

The shift in consumer preference from traditional brick and mortar stores to online shopping has revolutionized the retail industry. People are becoming used to the convenience of the internet. Online shopping is a great alternative to local shopping. It provides an opportunity to purchase things whenever a person wants.

The clothes/ apparel segment is the most popular in the online market. Clothing is a necessary item in people's lives. With the internet, it is possible to try clothes at home without even the need to go to stores. Footwear is one of the products that people really look for on the internet. The varieties of footwear available on the internet are exhaustive and include shoes, slippers, sandals, and snickers for both women and men.

The growth of the global online apparel and footwear market is likely to be driven by factors such as rising millennials population, increasing social commerce influence, growing e-commerce penetration and the rise of m-commerce. The market is majorly trending with personalization, brick and mortar expansion of digitally native brands, acquisitions, the introduction of voice commerce and technological innovation. However, the growth of market will be hindered by quality issues, delivery issues, additional charges, ambiguous policies and digital payment failure.

The global online apparel and footwear market is quite fragmented and expected to remain the same in the coming years as several companies are indulging in exploring and developing high quality products. The companies are setting a highly competitive atmosphere in the global market with their products.

The report "Global Online Apparel and Footwear Market: Industry Analysis & Outlook (2018-2022)" analyzes the development of this market. The major trends, growth

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drivers as well as issues being faced by the market are discussed in detail in this report. The four major players: Amazon, Zalando, ASOS, and Boohoo are being profiled along with their key financials and strategies for growth. The report contains a comprehensive analysis of the global online apparel and footwear market along with the study of the U.S. and Europe market.

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