

# Global Online Apparel & Footwear Market Report: Insights, Trends and Forecast (2019-2023)

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## Abstracts

The global online apparel and footwear market is estimated to reach US\$679 billion in 2023, growing at a CAGR of 10.29% for the period spanning 2018-2023. The growth of the market has been driven by increasing internet access, increasing disposable income, rising youth population, growing smartphone penetration, rising fashion preference, and changing lifestyle. However, growth of the market would be challenged by quality issues, additional charges and digital payment failures. Some of the noteworthy trends of the market include personalization, budding voice commerce, brick and mortar expansion of digitally native brands and technological innovations.

The global online apparel and footwear market can be segmented into two broad segments: Apparel and Footwear. In 2018, apparel was the dominant segment because of the driving factors such as rapidly changing fashion, increasing affluence of western culture and growing internet penetration.

The fastest growing regional market is the U.S. due to rapidly altering fashion, low price points, customized products and speed of delivery. China represents one of the largest online apparel and footwear market and is already well-penetrated at developed market levels. Europe is an emerging market where growth lies in increasing use of digital payment systems, huge customer base, and availability of a broad range of products and brands and investment in marketing and promotional activities.

## SCOPE OF THE REPORT:

The report provides a comprehensive analysis of the global online apparel and footwear market, segmented into Apparel and Footwear segments.

The major regional and country markets (U.S., Europe and China) have been analyzed, along with specific focus on the European countries (Germany, UK, France, Italy and Spain).

The market dynamics such as growth drivers, market trends and challenges are analyzed in-depth.

The competitive landscape of the market, along with the company profiles of leading players (Amazon.com, Inc., ASOS Plc., Zalando SE, Boohoo Group Plc, NIKE Inc., and Adidas) are also presented in detail.

### **KEY TARGET AUDIENCE:**

Apparel and Footwear Manufacturers

Apparel and Footwear Distributors/Wholesalers

Consulting Firms

Investment Banks

Government Bodies & Regulating Authorities.

## Contents

### **1. MARKET OVERVIEW**

- 1.1 Introduction
- 1.2 Online Shopping Segments
- 1.3 Online Selling Products
- 1.4 Apparel
- 1.5 Footwear

### **2. GLOBAL MARKET ANALYSIS**

- 2.1 Global Online Apparel & Footwear Market Forecast by Value
- 2.2 Global Online Apparel & Footwear Market Share
- 2.3 Global Online Apparel Market Forecast by Value
  - 2.3.1 Global Online Apparel Average Revenue per User (ARPU) Forecast
- 2.4 Global Online Footwear Market Forecast by Value
- 2.5 Global Online Apparel & Footwear Penetration

### **3. REGIONAL MARKET ANALYSIS**

- 3.1 The U.S.
  - 3.1.1 The U.S. Online Apparel Market Forecast by Value
  - 3.1.2 The U.S. Online Apparel Market Forecast by Number of Users
  - 3.1.3 The U.S. Online Footwear Market Forecast by Value
  - 3.1.4 The U.S. Online Footwear Market Forecast by Number of Users
  - 3.1.5 The U.S. Online Apparel & Footwear Penetration
- 3.2 Europe
  - 3.2.1 Europe Online Apparel & Footwear Market by Value
  - 3.2.2 Europe Online Apparel & Footwear Market Forecast by Value
  - 3.2.3 Europe Online Apparel & Footwear Market Penetration
  - 3.2.4 Germany Online Apparel & Footwear Market by Value
  - 3.2.5 Germany Online Apparel & Footwear Market Forecast by Value
  - 3.2.6 Germany Online Apparel & Footwear Market Penetration
  - 3.2.7 UK Online Apparel & Footwear Market by Value
  - 3.2.8 UK Online Apparel & Footwear Market Forecast by Value
  - 3.2.9 UK Online Apparel & Footwear Market Penetration
  - 3.2.10 France Online Apparel & Footwear Market by Value
  - 3.2.11 France Online Apparel & Footwear Market Forecast by Value

- 3.2.12 France Online Apparel & Footwear Market Penetration
- 3.2.13 Italy Online Apparel & Footwear Market by Value
- 3.2.14 Italy Online Apparel & Footwear Market Forecast by Value
- 3.2.15 Italy Online Apparel & Footwear Market Penetration
- 3.2.16 Spain Online Apparel & Footwear Market by Value
- 3.2.17 Spain Online Apparel & Footwear Market Forecast by Value
- 3.2.18 Spain Online Apparel & Footwear Market Penetration

### 3.3 China

- 3.3.1 China Online Apparel Market Forecast by Value
- 3.3.2 China Online Apparel Market Forecast by Number of Users
- 3.3.3 China Online Footwear Market Forecast by Value
- 3.3.4 China Online Footwear Market Forecast by Number of Users

## 4. MARKET DYNAMICS

### 4.1 Growth Drivers

- 4.1.1 Rising Global Population
- 4.1.2 Upsurge in Economic Growth
- 4.1.3 Increasing E-commerce Penetration
- 4.1.4 Rising Mobile E-Commerce
- 4.1.5 Expanding Social Commerce Influence

### 4.2 Key Trends & Developments

- 4.2.1 Personalization
- 4.2.3 Budding Voice Commerce
- 4.2.4 Brick and Mortar Expansion of Digitally Native Brands
- 4.2.5 Acquisitions Support Higher Valuation Multiples
- 4.2.6 Technological Innovation

### 4.3 Challenges

- 4.3.1 Quality and Size Issues
- 4.3.2 Delivery and Logistics
- 4.3.3 Additional Charges
- 4.3.4 Ambiguous Return and Guarantee Policies
- 4.3.5 Online Payment Failures

## 5. COMPETITIVE LANDSCAPE

### 5.1 Global Market

- 5.1.1 Revenue and Market Cap Comparison
- 5.1.2 Amazon Online Apparel & Footwear Market Share

- 5.1.3 Key Players-Customer Productivity Comparison
- 5.1.4 Key Players- Supply Chain Comparison
- 5.1.5 Key Players- Same Day Delivery Cost Comparison
- 5.1.6 Key Players- Return Options Comparison
- 5.1.7 Key Players-Standard Delivery Cost Comparison
- 5.1.8 Key Players-Next Day Delivery Cost Comparison
- 5.1.9 Key Players-Return Timing Comparison
- 5.2 The U.S. Market
  - 5.2.1 The U.S. Top Companies Online Apparel & Footwear Sales

## **6. COMPANY PROFILES**

- 6.1 Amazon.com, Inc.
  - 6.1.1 Business Overview
  - 6.1.2 Financial Overview
  - 6.1.3 Business Strategies
- 6.2 ASOS Plc.
  - 6.2.1 Business Overview
  - 6.2.2 Financial Overview
  - 6.2.3 Business Strategies
- 6.3 Zalando SE
  - 6.3.1 Business Overview
  - 6.3.2 Financial Overview
  - 6.3.3 Business Strategies
- 6.4 Boohoo Group Plc.
  - 6.4.1 Business Overview
  - 6.4.2 Financial Overview
  - 6.4.3 Business Strategies
- 6.5 Nike Inc.
  - 6.5.1 Business Overview
  - 6.5.2 Financial Overview
  - 6.5.3 Business Strategies
- 6.6 Adidas AG
  - 6.6.1 Business Overview
  - 6.6.2 Financial Overview
  - 6.6.3 Business Strategies

## List Of Figures

### LIST OF FIGURES

Online Shopping Segments  
Types Of Online Selling Products  
Online Apparel Market Segmentation  
Online Footwear Market Segmentation  
Global Online Apparel & Footwear Market Forecast by Value (2018-2023)  
Global Online Apparel & Footwear Market Share (2018)  
Global Online Apparel Market Forecast by Value (2018-2023)  
Global Online Apparel Average Revenue per User (ARPU) Forecast (2018-2023)  
Global Footwear Market Forecast by Value (2018-2023)  
Global Online Apparel & Footwear Market Penetration (2014-2023)  
The U.S. Online Apparel Market Forecast by Value (2018-2023)  
The U.S. Online Apparel Market Forecast by Number of Users (2018-2023)  
The U.S. Online Footwear Market Forecast by Value (2018-2023)  
The U.S. Online Footwear Market Forecast by Number of Users (2018-2023)  
The U.S. Online Apparel & Footwear Penetration (2014-2018)  
Europe Online Apparel & Footwear Market by Value (2014-2018)  
Europe Online Apparel & Footwear Market Forecast by Value (2019-2023)  
Europe Online Apparel & Footwear Market Penetration (2014-2018)  
Germany Online Apparel & Footwear Market by Value (2014-2018)  
Germany Online Apparel & Footwear Market Forecast by Value (2019-2023)  
Germany Online Apparel & Footwear Market Penetration (2014-2018)  
UK Online Apparel & Footwear Market by Value (2014-2018)  
UK Online Apparel & Footwear Market Forecast by Value (2019-2023)  
UK Online Apparel & Footwear Market Penetration (2014-2018)  
France Online Apparel & Footwear Market by Value (2014-2018)  
France Online Apparel & Footwear Market Forecast by Value (2019-2023)  
France Online Apparel & Footwear Market Penetration (2014-2018)  
Italy Online Apparel & Footwear Market by Value (2014-2018)  
Italy Online Apparel & Footwear Market Forecast by Value (2019-2023)  
Italy Online Apparel & Footwear Market Penetration (2014-2018)  
Spain Online Apparel & Footwear Market by Value (2014-2018)  
Spain Online Apparel & Footwear Market Forecast by Value (2019-2023)  
Spain Online Apparel & Footwear Market Penetration (2014-2018)  
China Online Apparel Market Forecast by Value (2018-2023)  
China Online Apparel Market Forecast by Number of Users (2018-2023)

China Online Footwear Market Forecast by Value (2018-2023)  
China Online Footwear Market Forecast by Number of Users (2018-2023)  
Global Population by Age Group (2017-2030)  
Global GDP Per Capita (2014-2018)  
Online Apparel/ Footwear Growth vs. Store Growth (2014-2018)  
Global Mobile Commerce Sales Forecast (2018-2023)  
Amazon Online Apparel & Footwear Market Share (2014-2018)  
Key Players- Same Day Delivery Cost Comparison (2017/2018)  
The U.S. Top Companies Online Apparel & Footwear Sales (2017/2018)  
Amazon.com, Inc. Net Sales and Net Income (2014-2018)  
Amazon.com, Inc. Net sales by Region (2018)  
ASOS Plc. Revenue and Profit (2014-2018)  
ASOS Plc. Revenue by Region (2018)  
Zalando SE Revenue and Net Income (2014-2018)  
Zalando SE Revenue by Segment (2018)  
Zalando SE Revenue by Region (2018)  
Boohoo Group Revenue and Profit (2015-2019)  
Boohoo Group Revenue by Region (2019)  
Nike Inc. Revenue and Net Income (2014-2018)  
Nike Inc. Revenue by Region (2018)  
Adidas AG Net Sales and Net Income (2014-2018)  
Adidas Net Sales by Segment (2018)  
Adidas AG Net Sales by Region (2018)

## List Of Tables

### LIST OF TABLES

Social Engagement Study (2018)  
Digitally Native Brand with Brick and Mortar Stores (2018)  
Acquisitions in Online Apparel and Footwear Market (2018)  
Key Players - Revenue & Market Cap Comparison (2018)  
Key Player-Customer Productivity Comparison (2018)  
Key Players- Supply Chain Comparison (2017/2018)  
Key Players- Return Options Comparison (2017/2018)  
Key Players-Standard Delivery Cost Comparison (2017/2018)  
Key Players-Next Day Delivery Cost Comparison (2017/2018)  
Key Players-Return Timing Comparison (2017/2018)



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