Zara's women's collection, based on approximately 5,000 products across 10 categories. After performing web scrapping of the herbst 2024 collection, we draw the following insights which you can see on our tableau dashboard

**1. Color Preferences:**

* **Dominance of Black:** With **39.58%** of products in black, this indicates a strong consumer preference for classic and versatile colors. Black often symbolizes sophistication and is a staple in many wardrobes, aligning with fashion trends that favor timeless pieces.
* **Neutral and Earthy Tones:** The presence of significant proportions of white (**13.97%**), cream (**9.66%**), and brown (**8.20%**) suggests a trend toward neutral and earthy tones, which are popular for their versatility and wearability across seasons.
* **Limited Bright Colors:** The minimal representation of bright colors (like red at **2.89%**) may reflect a more muted palette favored in contemporary fashion trends, possibly resonating with a preference for subtlety in design.

**2. Product Pricing Insights:**

**Zara has products that are as low as 6€ and as high as 600€**

* **Affordable Luxury:** With an average price of **€45.30**, Zara positions itself within the affordable luxury segment, appealing to consumers looking for stylish options without the high price tags typically associated with designer brands.
* **Wide Price Range:** The maximum price reaching **€599** indicates the inclusion of premium items, likely targeting consumers looking for investment pieces. This range allows Zara to cater to different customer segments, from budget-conscious shoppers to those willing to spend more for unique items.

**3. Category Trends:**

* **Popularity of Dresses and Skirts:** The high percentages of **Kleider (Dresses)** at **19.95%** and **Roecke (Skirts)** at **19.72%** show a trend towards feminine styles, reflecting current fashion preferences for dressy casual and versatile outfits suitable for various occasions.
* **T-shirts as a Staple:** With **16.06%**, T-shirts indicate a focus on casual wear, aligning with the ongoing trend of relaxed and comfortable fashion, particularly post-pandemic as consumers prioritize comfort without sacrificing style.
* **Importance of Outerwear:** Coats (**Maentel**) showing the highest average price at **€83.10** highlight a trend towards investing in outerwear, which is likely driven by the German climate and the need for stylish yet functional clothing.
* **Value for Money:** The wide price range across categories suggests that consumers in the German market are looking for value, wanting a mix of affordability and quality in their fashion purchases.

**4.** **Sustainability Awareness (extra-found it from the internet that they are doing this):**

* **Trends Toward Sustainability:** As the global fashion market shifts toward sustainable practices, consumers may increasingly favor brands that demonstrate environmental responsibility. Zara has initiatives for sustainable fashion, and these may resonate well in a market like Germany, where eco-consciousness is significant.

**Summary:**

In summary, Zara's women’s collection in the German market exhibits a clear preference for classic colors, versatile and feminine clothing, and a balance between affordability and quality. The trends reflect a blend of comfort and style, with a strong inclination toward outerwear and seasonal clothing adaptability, all of which align with contemporary fashion sensibilities.

T-shirts

Expensive Jacket: https://www.zara.com/de/de/langer-mantel-aus-leder-100%C2%A0-zw-collection-p03322246.html?v1=395477139&v2=2419020