

Product Design and Production Insights Report

This report builds on the social media trend analysis report as it provides a detailed analysis of the most popular products, colours and materials by trend, age group and country to provide useful insights on new designs and the quantity of each to maximise sales, and revenue, whilst reducing the chances of overstocking.

In total in the first quarter 498000 units were sold with France buying the most whilst Italy bought the least. This data can guide production planning by identifying which products should be manufactured in higher or lower quantities.

- In France, the Y2K trend was the most popular, while the quantity of streetwear-style pants sold was the highest.
- Cotton was the most widely used material, whereas linen was the least.
- The monochrome colour palette was most preferred, while earth tones were least favoured.

These insights can inform the design stage of new products. By filtering data by age group, designs can be further tailored to specific demographics.

Additionally, seasonality and climate should be considered, as fabric choices will vary based on weather conditions—lightweight materials for warmer regions and thicker fabrics for colder areas.

Further analysis of product sales trends over a full year across different countries will enhance decision-making for future designs.