



# Passport

**WORLD MARKET FOR APPAREL AND FOOTWEAR**

August 2019

## INTRODUCTION

GLOBAL OUTLOOK

LEADING COMPANIES AND BRANDS

TOP TRENDS SHAPING THE INDUSTRY

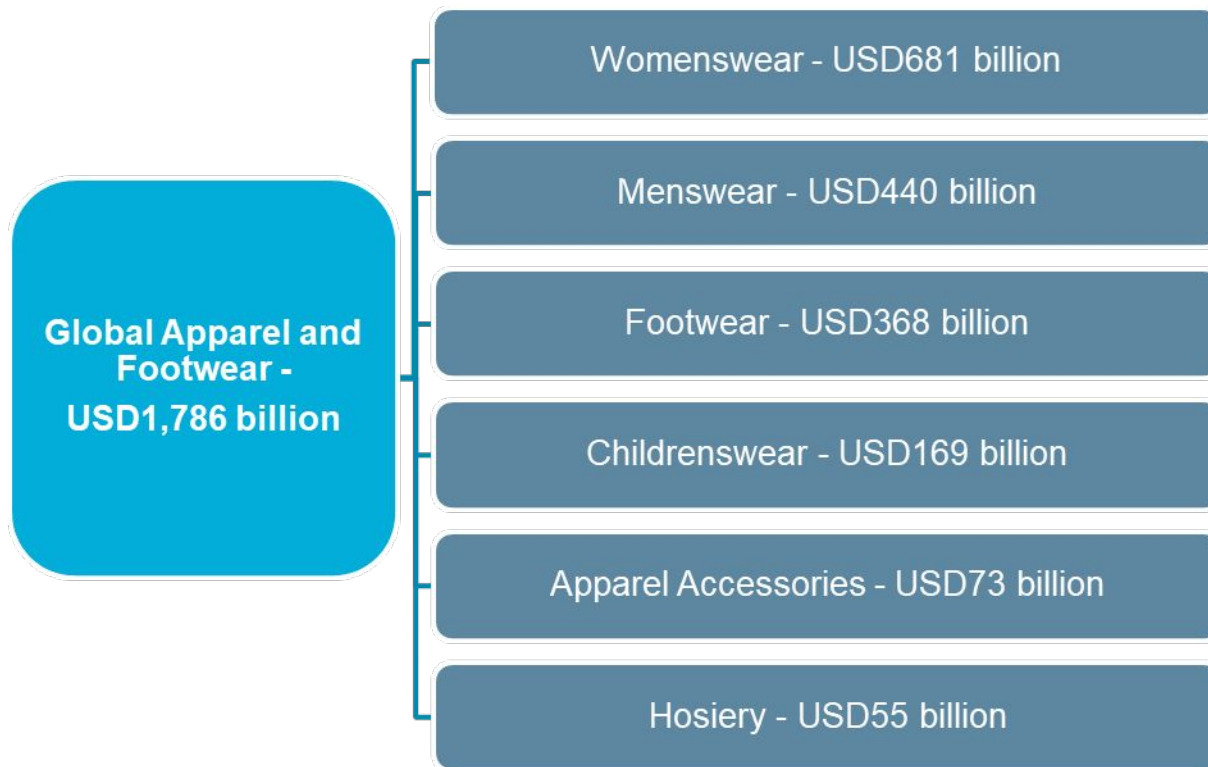
MARKET SNAPSHOTs

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# Scope

- All values expressed in this report are retail selling price (RSP) in US dollar terms, using a fixed exchange rate (2018). All data are expressed at constant 2018 prices; inflationary effects are discounted. This report analyses the apparel and footwear industry, which includes the following categories:





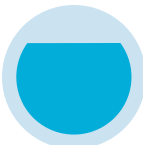
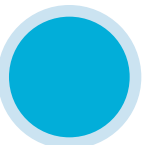

## Disclaimer

Much of the information in this briefing is of a statistical nature and, while every attempt has been made to ensure accuracy and reliability, Euromonitor International cannot be held responsible for omissions or errors.

Figures in tables and analyses are calculated from unrounded data and may not sum. Analyses found in the briefings may not totally reflect the companies' opinions, reader discretion is advised.

*Apparel and footwear is the second largest consumer goods industry globally. Despite its maturity and sheer size, the industry expects a positive outlook, thanks to strong growth in China and India. These two Asian powerhouses are expected to be top three markets, along with the US, by 2023. In addition to examining a top-line overview of market performance and prospects, the report also outlines three key trends within the global apparel and footwear business landscape in 2018 and beyond.*

# Examining three trends shaping apparel and footwear

| Trend           | Expected long-term implications   | Historic significance   | Forecast significance   |
|-----------------|---|---|---|
| Sustainability  | Consumers become increasingly aware of the environmental impact of the fashion industry as healthy and sustainable living becomes more integral to their personal values. In developed markets, consumers seek out companies employing sustainable practices and become more comfortable wearing refurbished clothing. As sustainability and transparency are becoming a priority, resale and rental markets are also growing at a fast pace. |    |    |
| Digitalisation  | Digital technology has evolved the way how consumers shop products as well as interact with brands. Brands and retailers will further incorporate technology into their products and services, varying from improving omnichannel capabilities to experimenting “drop” products and subscription services as well as developing smart clothing.   |    |    |
| Personalisation | Consumers expect customisable experiences from the brands they interact with, in a way that fits with their busy lifestyles as well as their personalities and preferences. The industry players will further use big data technology along with machine learning to collect and analyse customer preference in order to personalise products and services, offering consumers anything and everything they want.                             |  |  |

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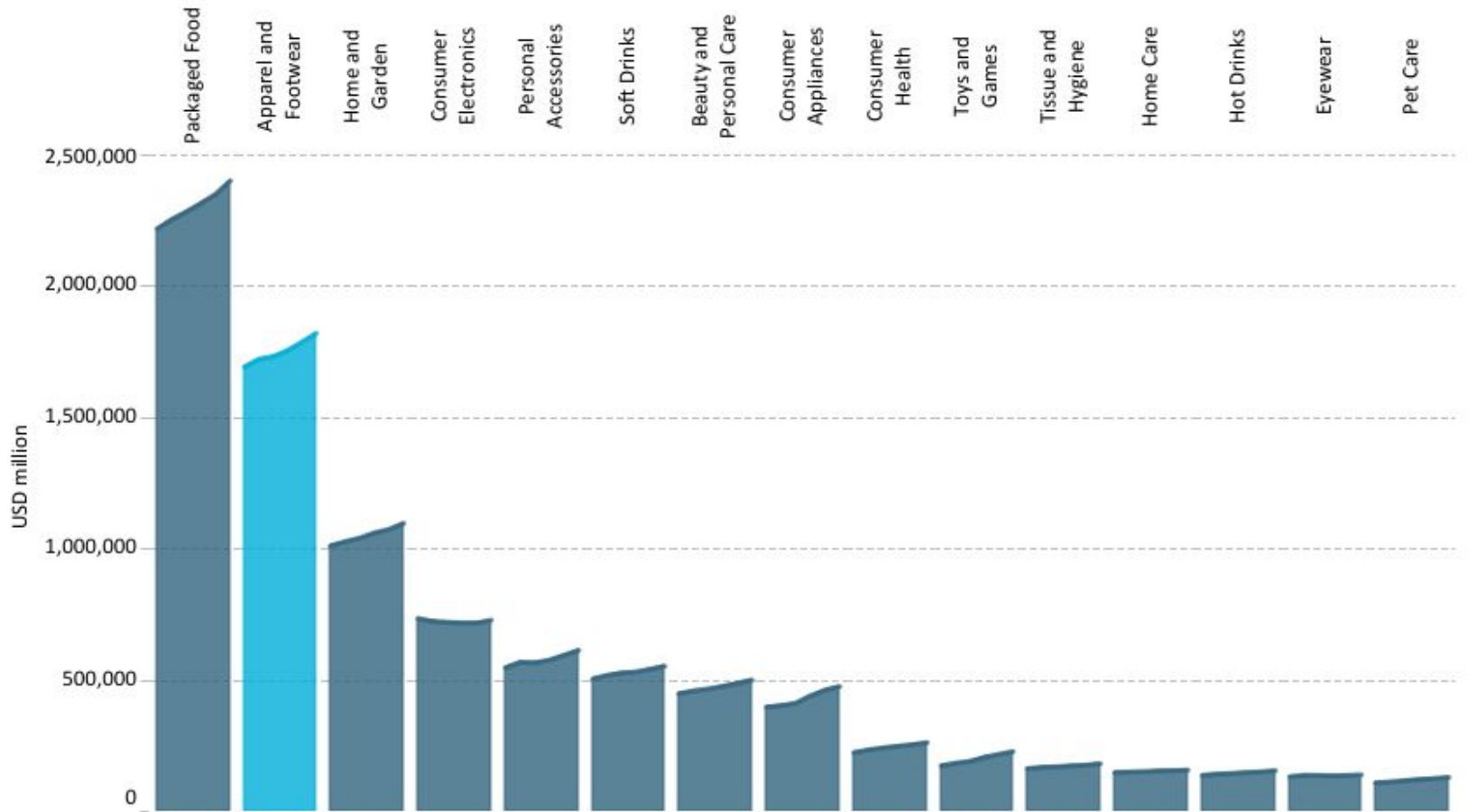
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# Apparel and footwear industry ranked second in global consumer goods

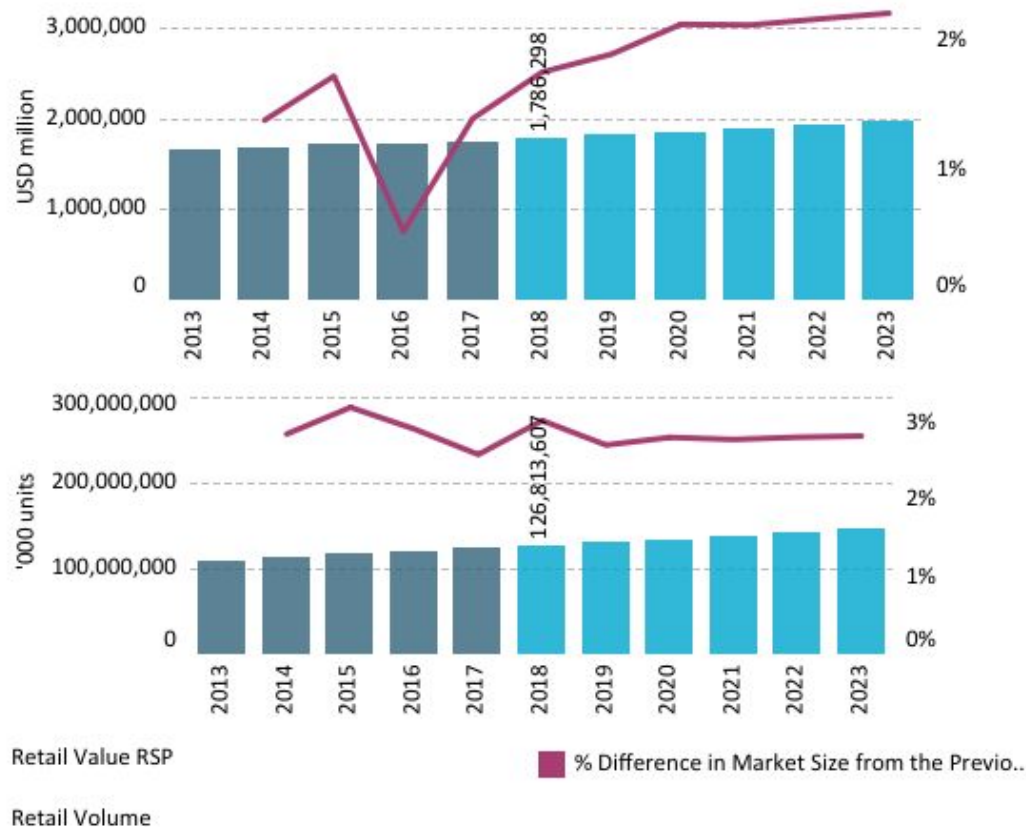
World: Consumer Goods by Industry Size and Growth 2014-2019



# Global apparel and footwear industry posted a growth in 2018

- Apparel and footwear is the second largest consumer goods industry, representing USD1,786 billion in 2018. Despite its maturity and sheer size, the apparel and footwear industry continued to record 1.8% value growth in 2018, compared with 1.4% in 2017.
- The apparel and footwear growth was slower in value (1.8%) than in volume (3%). The rise of fast fashion and online retailers have reduced average spending per product over the decade. The average unit price of apparel and footwear reached USD14 in 2018, compared with USD18 in 2008.
- The outlook remains positive with a value CAGR of 2% over 2018-2023. China and India are expected to contribute USD112 billion or 57% of global absolute value growth over the next five years.

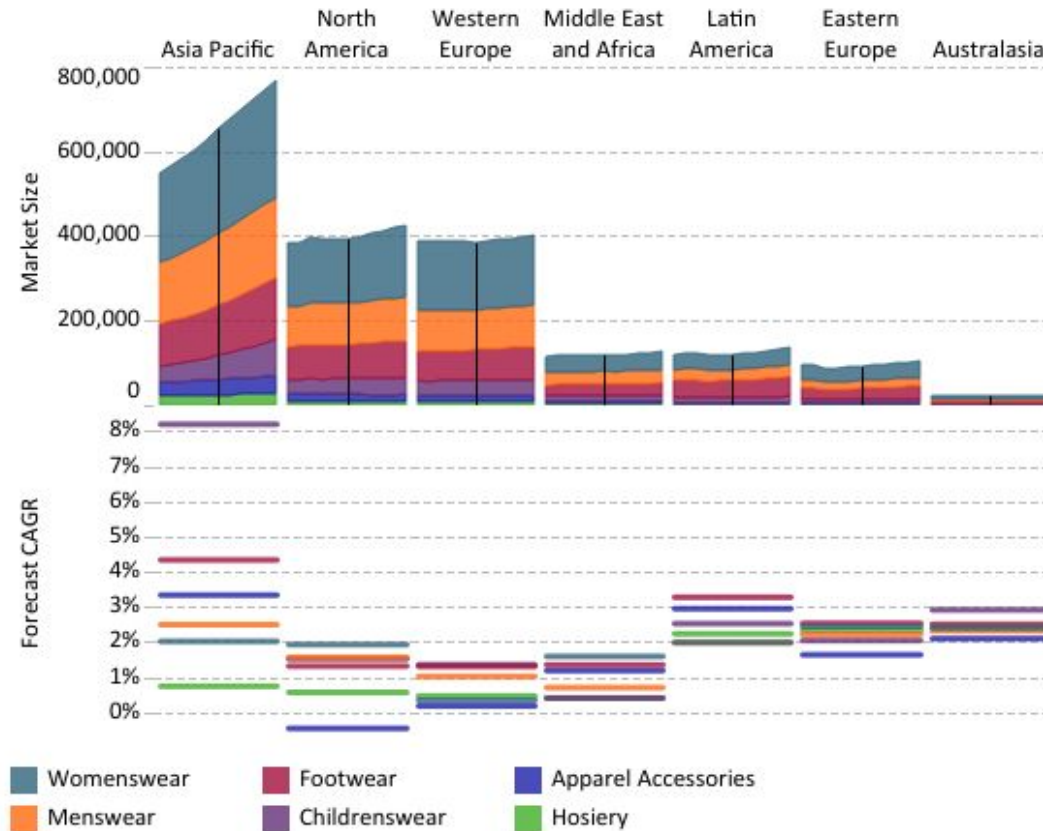
Apparel and Footwear: The Evolution of the Industry in Retail Value RSP and Retail Volume terms



# Asia Pacific remains the strongest region for apparel and footwear

Apparel and Footwear: Region Size and Growth by Category 2013-2023

Retail Value RSP USD million

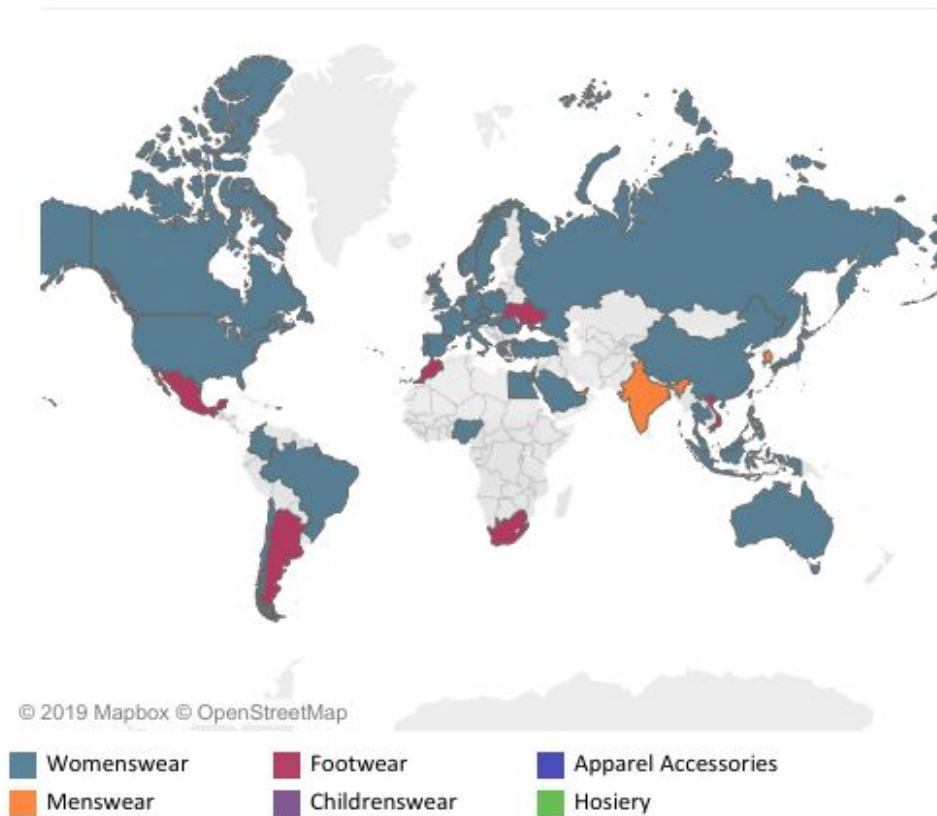


- By region, Asia Pacific remains by far the largest apparel and footwear market in the world. Regional sales were valued at USD653 billion in 2018, representing nearly 37% of global apparel and footwear sales.
- Asia Pacific was also the fastest growing region, as its value sales grew by 4% in 2018. The region is expected to continue to lead the way, with a value CAGR of 3% over 2018-2023. The strong economic growth as well as the growing incomes and wealth will continue to support overall sales in the region.
- Childrenswear was the fastest growing category in Asia Pacific in 2018 and beyond, mainly thanks to the strong growth in China and India, with 10% and 12% value CAGRs, respectively, over 2018-2023.

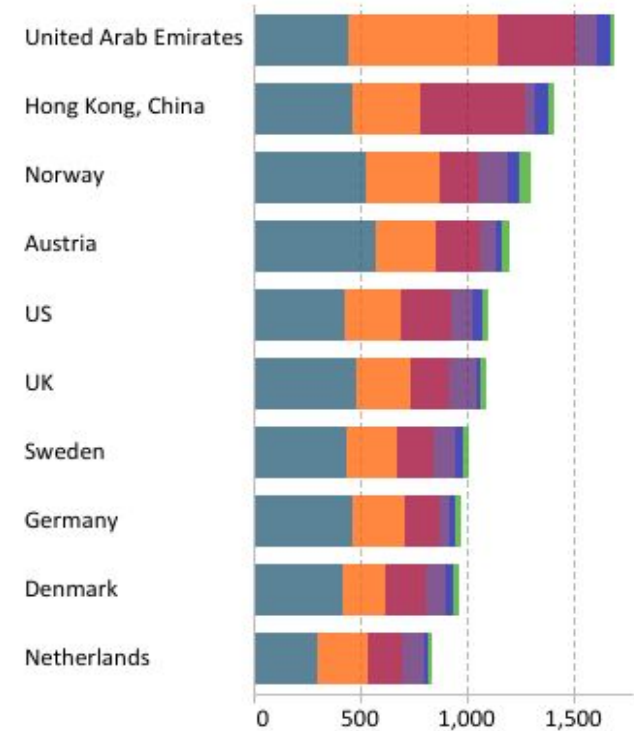


# Womenswear drives majority of markets

Apparel and Footwear: Map Showing the Most Consumed Category in Each Market

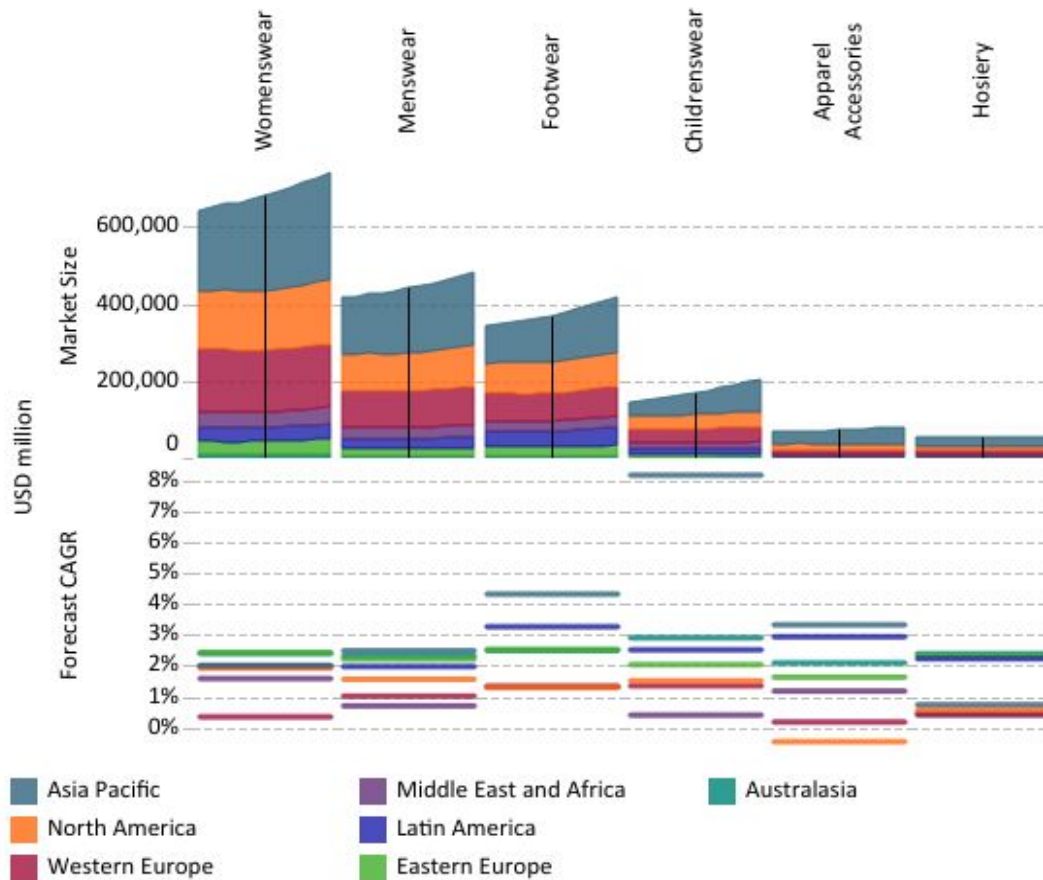


Apparel and Footwear: Top 20 Markets 2018  
USD Per Capita/Per Household



# Childrenswear outpaces womenswear and menswear

Apparel and Footwear: Region Size and Growth by Category 2013-2023

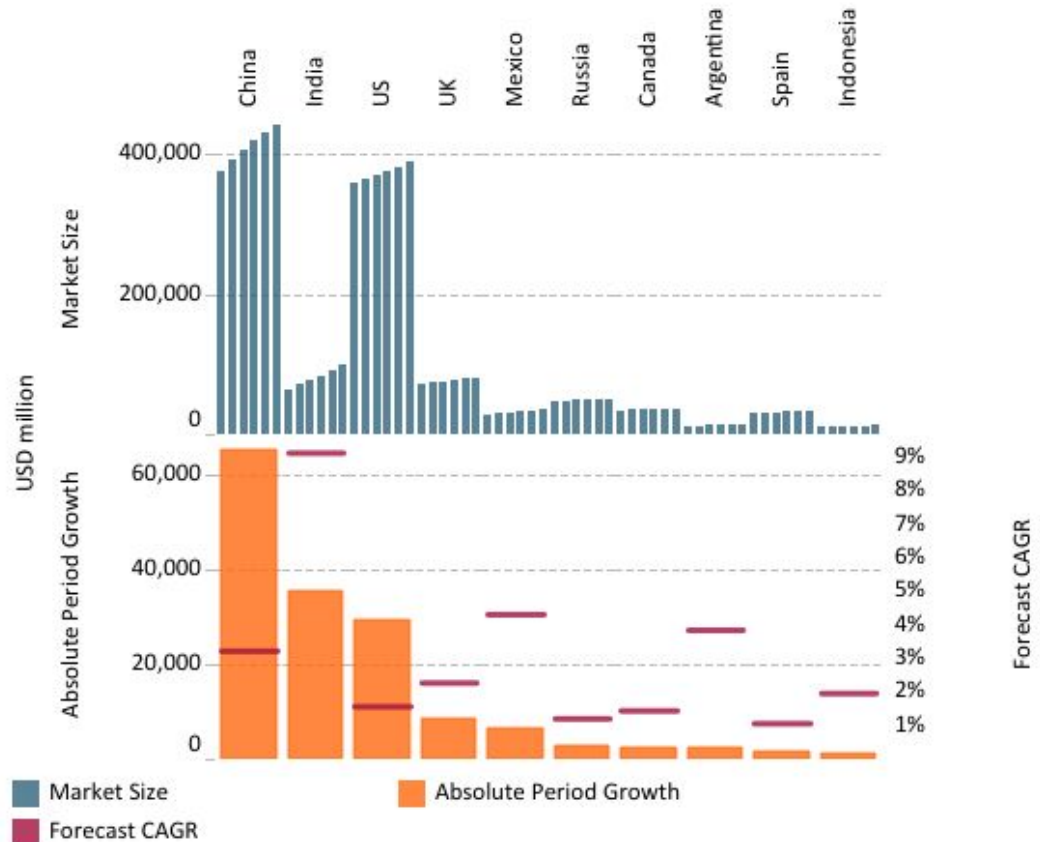


- By category, womenswear remains the cornerstone of the industry, as it grew in value by 1.5% in 2018. With the broad variety of choice in styles and product types, womenswear recorded sales of nearly 36 billion units in 2018, compared with menswear at 23 billion units.
- Menswear is expected to grow by a value CAGR of 1.8% over 2018-2023, compared with womenswear at 1.6%. Social media and men's media have helped to increasingly raise men's interest in fashion, leading them to invest more time, effort and money in their appearance.
- Childrenswear value sales grew the fastest at 4% in 2018, mainly due to the strong growth in Asia Pacific. Asia Pacific experienced its childrenswear sales outpacing both womenswear and menswear.

## After overtaking the US, China will continue driving sales in the forecast

- China overtook the US to become the largest apparel and footwear market in 2018, and is expected to continue growing. China is projected to grow by USD65 billion over 2018-2023, compared with the US at USD29 billion. The significant portion of sales in China generated through internet retailing, as its retail channel grew to represent 32% of apparel and footwear sales in the country in 2018. E-commerce will further boost sales in China.
- Following China and the US, India also became an attractive destination for apparel and footwear businesses. India is expected to grow by USD36 billion over 2018-2023. The country will overtake Germany, Japan and the UK to become the world's third largest apparel and footwear market by 2023.

Apparel and Footwear: Top 10 Markets by Forecast Absolute Growth 2018-2023



# Industry players focus on omnichannel retail strategies

## Apparel and Footwear: Retail Distribution by Outlet 2018

% CAGR historic period USD million



- The apparel and footwear sales through internet retailing recorded a CAGR of 23% over 2013-2018. The channel represented 19% of global sales in 2018. The expansion in digital infrastructure, the rising ownership of mobile devices and the growing acceptance of online/ mobile payment systems contributed to the fastest growth in the online channel.
- Apparel and footwear specialist retailers remained the largest channel with a 45% value share in 2018. However, its growth slowed, with a CAGR of just 2% over 2013-2018. Due to lower store traffic, specialist retailers shifted focus towards investing in new technology, developing e-commerce and improving omnichannel retail capabilities, to drive sales across multiple channels.

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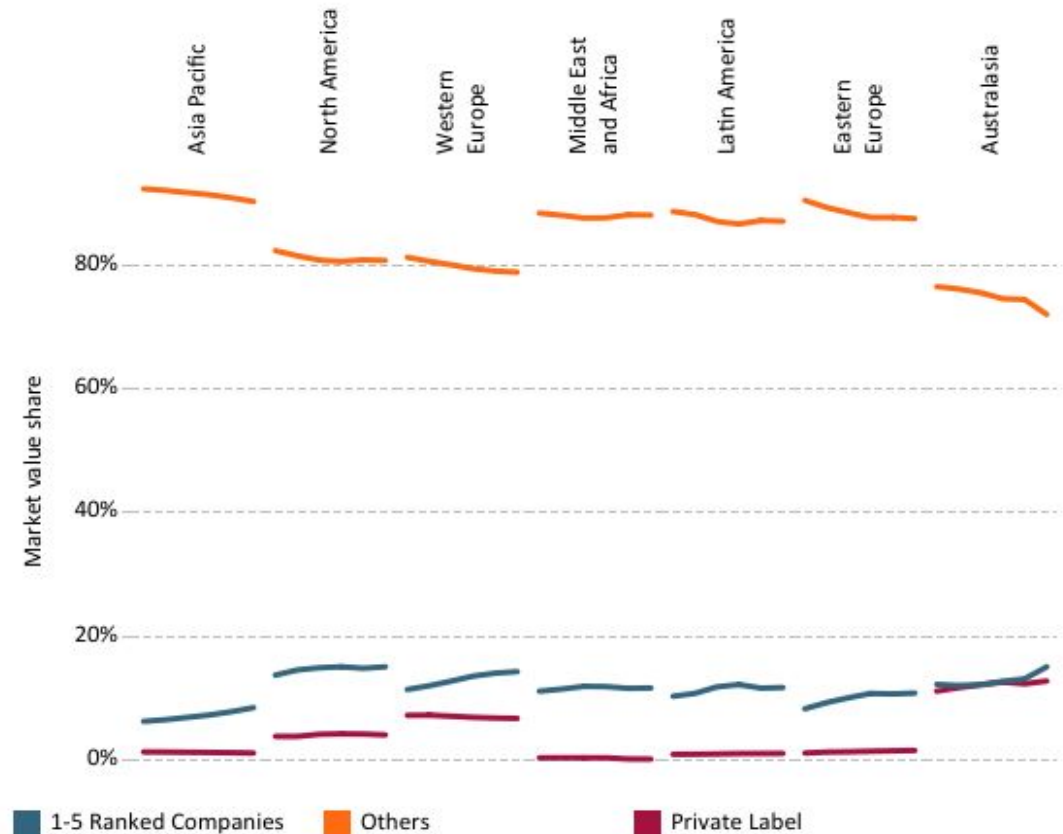


# Apparel and footwear is a highly fragmented industry

- The apparel and footwear industry across all regions remains highly fragmented. Globally, no companies represented more than 3% in 2018. A broad range of players, from local to international, small to large and branded to private label compete at different price points through multiple distribution channels, leading to severe competition in the market.
- Asia Pacific has the highest degree of market fragmentation, with the top five ranked companies sharing just 8% of the market in 2018. Competition remains intense, as international brands are actively entering into the market to capitalise on the growing demand. Domestic brands also compete, especially in low- to mid-price points to attract local consumers.

Apparel and Footwear: Market Fragmentation by Region 2013-2018

% market value share - USD million



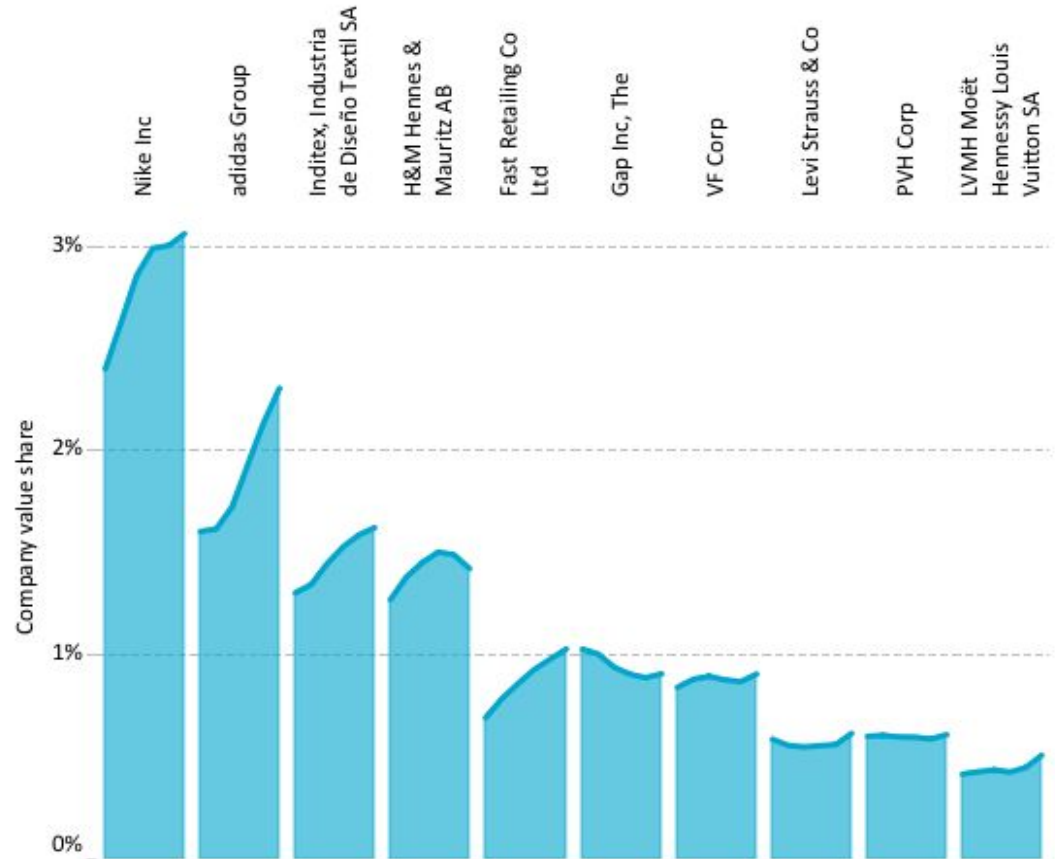


## adidas shows stunning growth over 2013-2018

- Nike Inc maintained its top ranking over 2013-2018. Wide geographic coverage, product and retail innovation and solid brand image are key contributors to Nike.
- adidas Group showed stunning growth over the last five years. The group captured sneaker market share by understanding the consumer preference for casual and athleisure styles and offering more fashionable sneakers.
- Fast Retailing Co Ltd jumped the ranking from seventh to fifth over 2013-2018. The growth was thanks to its international business expansion, particularly across Asia Pacific where Fast Retailing became the largest brick-and-mortar apparel and footwear specialist retailer.

Apparel and Footwear: Top 10 Companies 2013-2018

% company value share - USD million

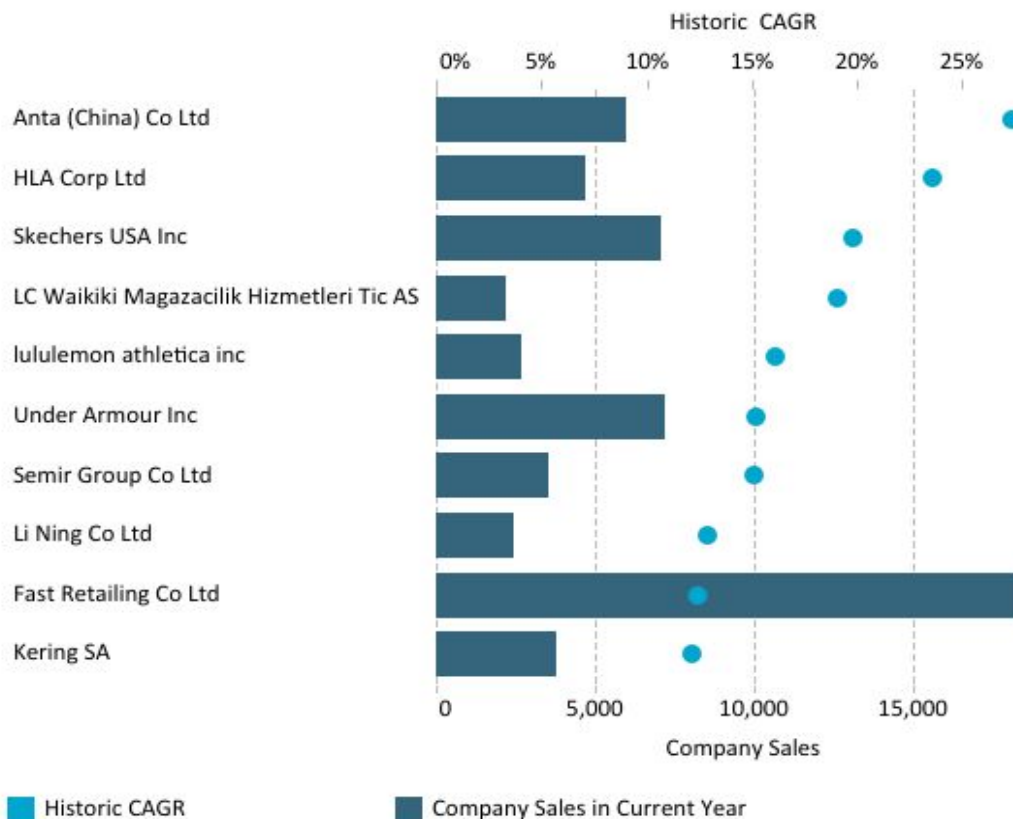


# Chinese manufacturers benefit from strong growth in local market

- Chinese manufacturers such as Anta, HLA Corp, Semir Group, and Li Ning ranked within top 10 fastest-growing companies over 2013-2018. HLA Corp succeeded in store expansion and online establishments across China. The company managed to establish strong brand loyalty among local consumers with clear target consumers and effective marketing.
- The leading sportswear brands, Anta and Li Ning also recorded buoyant value growth over 2013-2018, benefiting from growing awareness of the need for regular exercise and personal wellbeing among consumers.
- Semir grew its market share in China's favourable childrenswear market through its children's clothing brand, Balabala.

**Apparel and Footwear: Top Companies Sales in 2018 and 2013-2018**

% CAGR historic growth - USD million





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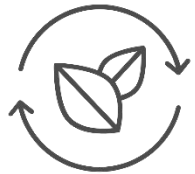
TOP TRENDS SHAPING THE INDUSTRY

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# Top trends shaping the fashion industry



## Sustainability



Material Innovation  
Transparency  
Reuse and Recycle  
Rental  
Resale Market



## Digitalisation



Social Media  
Seamless Experience  
Subscription  
“Drop”  
Internet of Things (IoT)

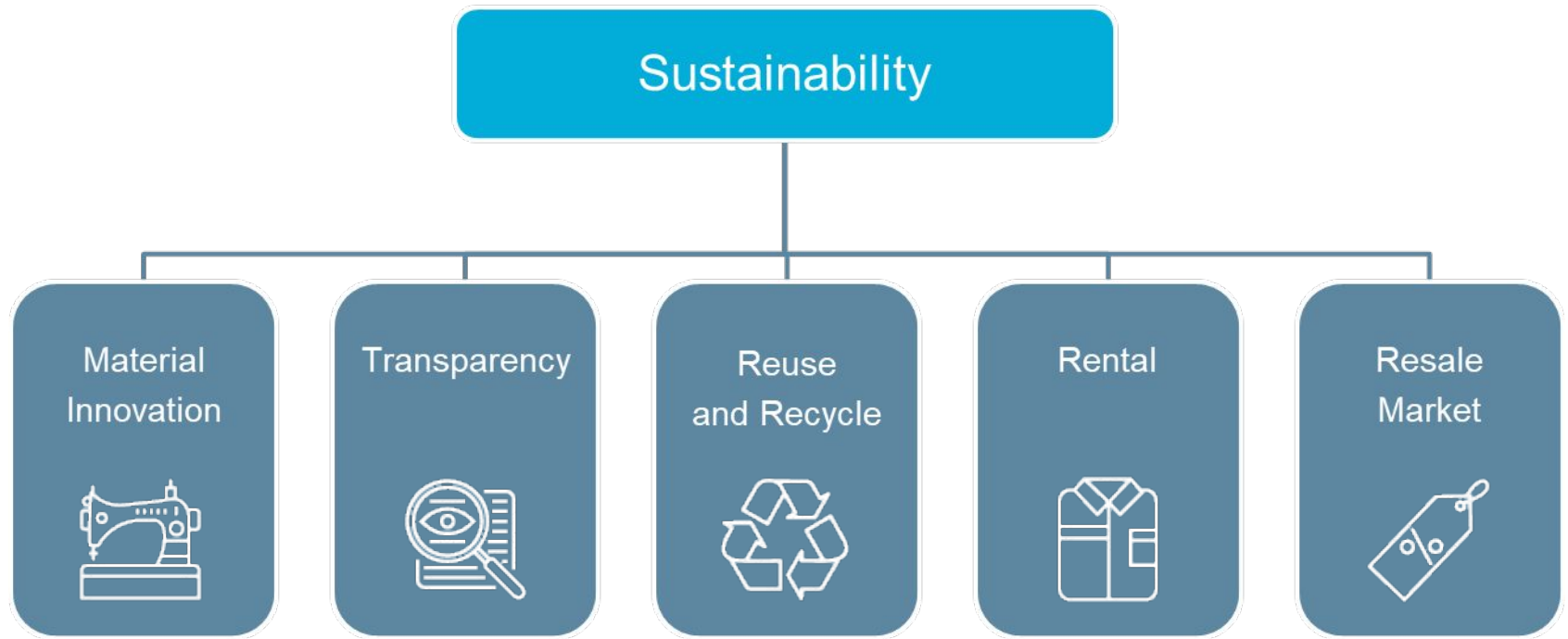


## Personalisation



Size Inclusivity  
Gender Neutral  
Brand Love  
Shopping Reinvented  
Curation

# Sustainability: how is it manifesting in fashion?



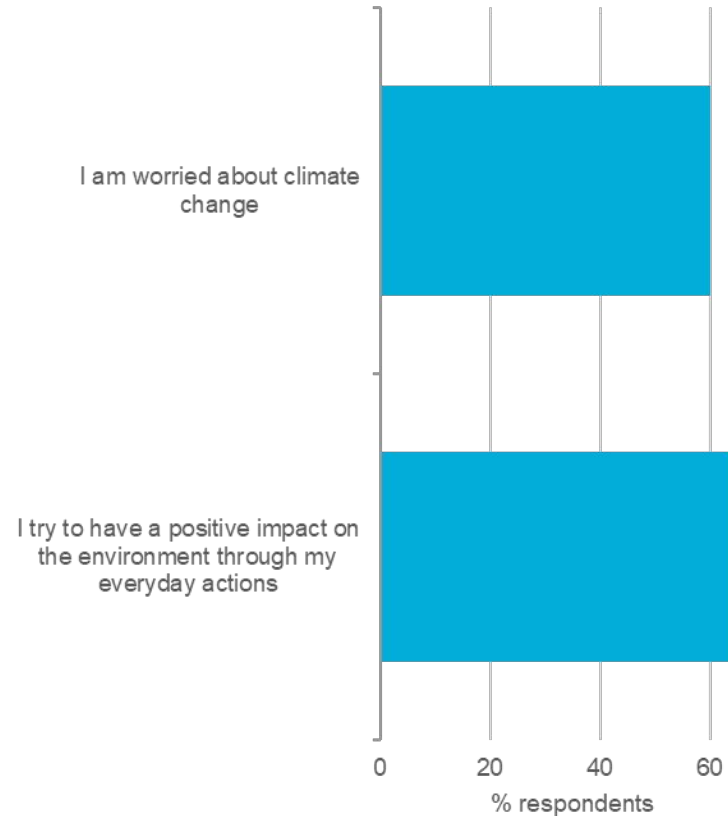
# Sustainability claims are proliferating on the fashion agenda

## Sustainability



- After living in the era of fast fashion, consumers are now re-evaluating their shopping habits and showing interest in adopting more sustainable practices. Euromonitor International's Lifestyle survey revealed that 60% of consumers are worried about climate change, and 64% of consumers try to have a positive impact on the environment through everyday actions.
- While consumers are becoming more environmentally-conscious, apparel and footwear companies are attempting to curb fashion's environmental impact from various angles including material innovation, supply chain transparency, and reducing waste through resale and rentals.

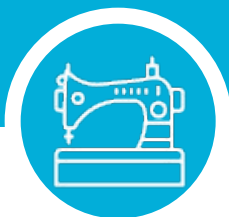
### Consumer Attitudes Towards Green Products 2019



Source: Euromonitor International's Lifestyle Survey 2019

# Allbirds produces footwear made from sustainable materials

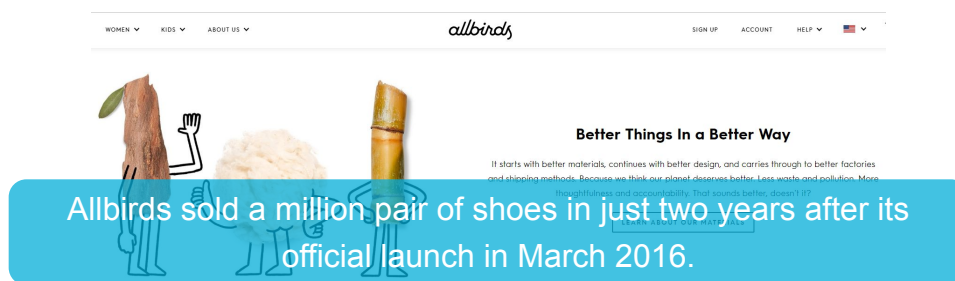
## Material Innovation



- Prioritising using more sustainable textiles and ethically-produced raw materials to reduce the impact on the environment.
- Recycling textiles and sourcing materials from by-products such as food waste, fruits and plants as well as recycled plastic represent new ways to produce clothing and footwear.
- Shaping consumer perception of these fabrics will be required for widespread adoption of sustainably-sourced materials in the future.

### Case Example: Allbirds (US)

- Allbirds is known for comfortable sneakers which are made from renewable materials such as merino wool, eucalyptus tree fibre and sugar cane.
- In December 2016, the brand earned B Corp certification for its commitment to making sustainable footwear. Administered by the non-profit organisation B Lab, B Corp status certifies to that a company meets the highest standards of verified social and environmental performance, transparency, and legal accountability.
- In April 2019, the company announced the launch of a Carbon Fund as part of its commitment to carbon neutrality. This self-imposed internal “carbon tax” will support emissions reduction projects such as planting and protecting trees for carbon capture and storage, building wind energy and reducing emissions of greenhouse gases.



Source: Allbirds

# No Nasties is committed to local sustainability and transparent practice

## Transparency



- Being transparent about where and how clothing and footwear are made, as well as the company's impact on local communities and environments.
- Revealing the true costs involved in manufacturing items to consumers, which can also give a competitive edge.
- Transparency can assure customers know exactly what they are buying when making purchases. This will eventually help gain trust and ultimately strengthen customer loyalty.

### Case Example: No Nasties (India)

- Launched in 2011, No Nasties is a clothing brand that focuses on 100% organic cotton and fair trade practice. As part of sustainable production, the company uses natural seeds, natural fertilisers and natural means of pest control.
- The company aims to make a positive impact on farmers in India, as the country has seen a severe spike in the number of farmer suicides over the past decade due to various reasons including crop failure, high debt burdens, low income, and hunger. The company focuses on fair trade practices by paying fair wages to farmers and provides funding to support local communities and protect the environment.
- In addition to increase awareness of ethical problems in farmer communities, the brand aims to offer eco-friendly and fair trade products and create a consumer movement towards sustainability.

NO NASTIES

COSMOS (NEW!) SHOP SALE! ABOUT US



Source: No Nasties

# Rename promotes reselling excess inventory

## Reuse and Recycle



- Extending the life of clothing and reducing waste through repairing and restyling second-hand clothes, as well as recycling out-of-style garments.
- Finding ways to collect large volumes of clothing and repurpose them in an efficient and sustainable manner will be vital to improving consumers' access to the circular economy and reducing fashion's impact on the environment.

### Case Example: Rename (Japan)

- Rename is an e-commerce site, launched in October 2018. It is provided by local retailer, FINE Co Ltd.
- The company purchases the excess inventory from apparel manufacturers, changes the tag, remove branding, and resells them at affordable prices.
- The company helps brands reduce the amount of clothes that are thrown away from their inventory. It also helps to maintain the brand image by taking the original tag off when reselling at cheaper prices.



Source: Rename

# Germany's Tchibo launches rental service for childrenswear

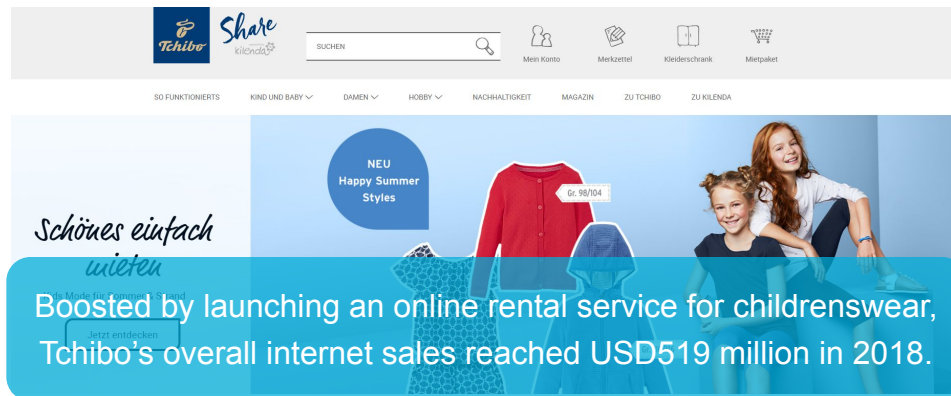
## Rental



- Helping to save resources such as water, electricity and emissions that are used to manufacture new clothing. Also, increasing the number of wears of individual clothing items.
- In line with the trend prioritising access over ownership, consumers are re-evaluating their clothing needs and embracing renting clothes over owning, opening opportunities in the clothing rental space.

### Case Example: Tchibo Share (Germany)

- The German coffee roaster and retail chain Tchibo partnered with a children's clothing rental start-up, Kilenda, to launch an online rental service for childrenswear, called Tchibo Share, in 2018.
- Customers can choose a range of childrenswear items for rental online and receive the items delivered to their home. The products can be chosen whether new or like new, and prices vary depending on the items.
- The company produces its clothing using 100% or partially sustainable textiles. Also, the company eventually donates the worn clothing to the Deutsche Kleiderstiftung which collects and shares them for its charitable purposes or aid projects.



Source: Tchibo Share



# thredUP makes it easy to shop and sell second-hand clothes online

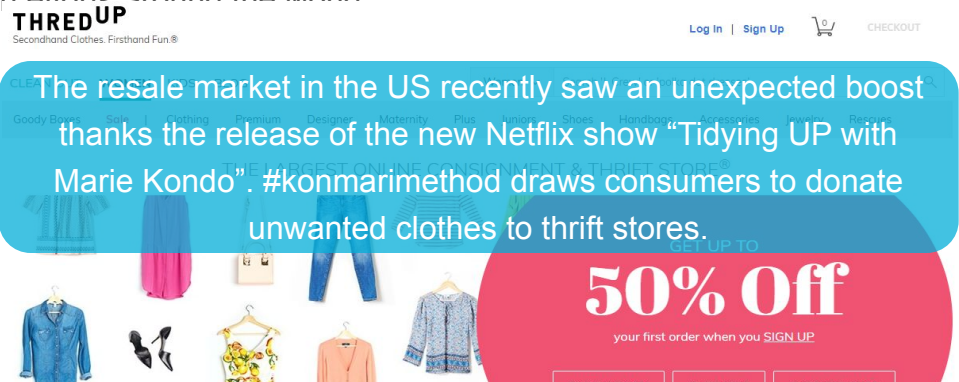
## Resale Market



- Extending the lifespan of garments by passing through multiple owners.
- Now being available both offline and online, the resale market is more accessible to consumers than ever before.
- While the resale market will continue to thrive due to its sustainable merits, consumers also enjoy shopping at thrift and consignment stores because they are able to find a variety of items that they may not be able to afford at full price.

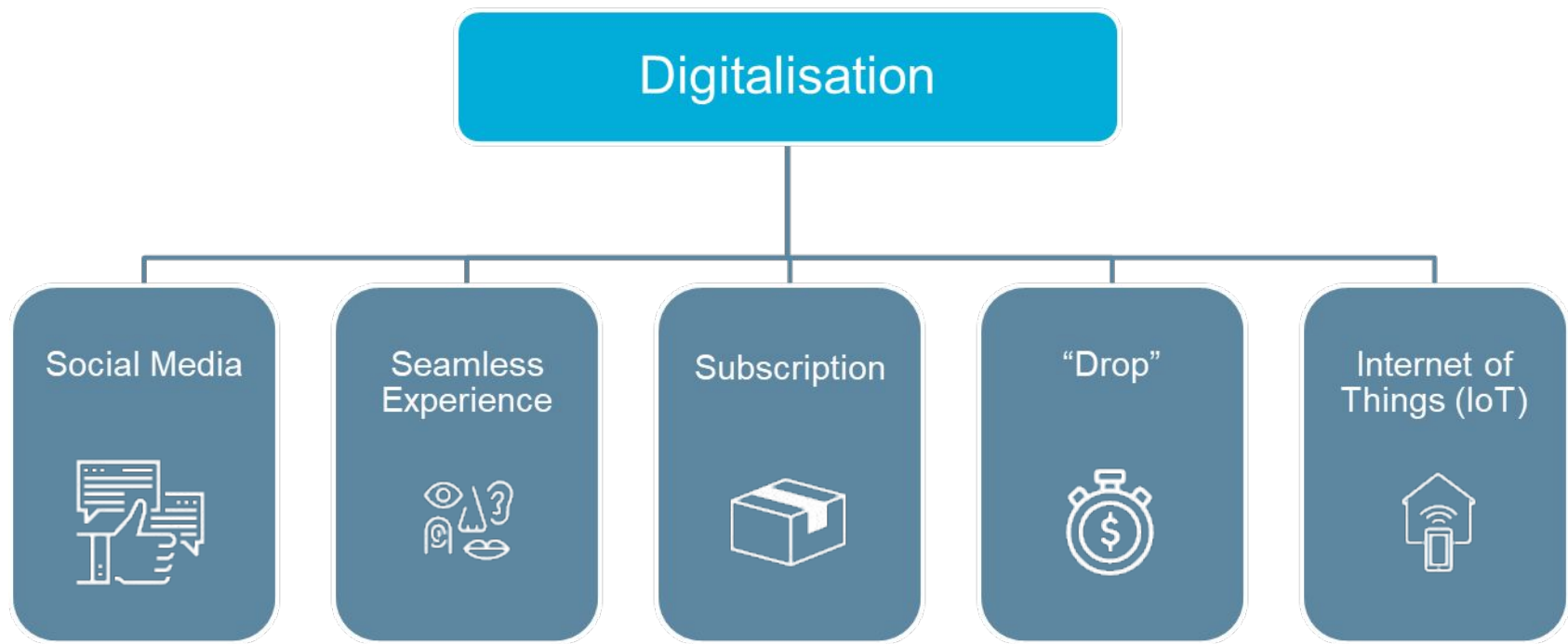
### Case Example: thredUP (US)

- thredUP operates online consignment and thrift stores.
- The company enables shoppers to both find unique second-hand items and turn their own wardrobes into cash.
- In October 2018, thredUP introduced its first clothing line, Remade, which is designed to be resold, and not landfilled.
- In April 2019, thredUP teamed up with Olivia Wilde and Conscious Commerce to launch a #ChooseUsed Capsule Collection. It is a limited-edition collection of used items which are screen-printed with new #ChooseUsed designs. 10% of these net proceeds will go to the thredUP Circular Fashion Fund, which is dedicated to supporting sustainable fashion efforts around the world.



Source: thredUP

# Digitalisation: how is it disrupting the fashion space?



# Internet retailing aggressively took over channel penetration

## Digitalisation



- Across the globe, consumers are increasingly shopping online. They cite free shipping and the best prices among the top reasons to shop online, indicating their view of the online channel as a value channel. They also laud the convenience and positive experience provided by the channel, as they are able to shop a variety of brands and place an order at anytime from anywhere.
- Apparel and footwear brands and retailers have strengthened their e-commerce presence in recent years and prioritised omnichannel retail strategies.
- Many start-ups are also entering the market through internet retailing. Some heavily advertise on social media platforms to attract digital-savvy consumers, while others utilise new shopping models such as subscription boxes to reinvent the shopping experience.

## Top Reasons to Shop Online 2019



Source: Euromonitor International's Lifestyle Survey 2019

# Instagram shakes up the mobile shopping experience

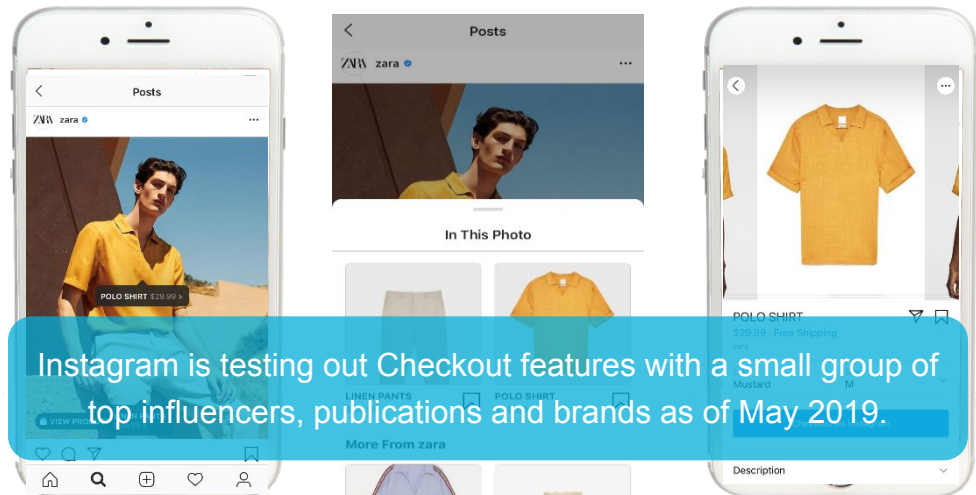
## Social Media



- Social factors are playing a key role in digital consumers' shopping habits. Euromonitor's Lifestyle Survey revealed that 56% of consumers are influenced by independent consumer reviews, while 43% of consumers are influenced by social media posts by a brand or company.
- Digital shoppers appreciate both positive and negative reviews on platforms, as transparent reviews increase consumers' confidence in purchasing items that they could not investigate in person before a purchase online.

### Case Example: Instagram

- In March 2019, Instagram launched a new in-app feature, "Checkout". This allows users to add shopping tags to the articles of clothing and accessories and allows followers to shop these items without leaving the Instagram app.
- This new feature will reduce the steps between discovering a product on Instagram and purchasing it. Also, by sharing more detailed information in the photos they post, Checkout will help brand owners and influencers to reach broader online audiences and strengthen their relationship with their followers.



Instagram is testing out Checkout features with a small group of top influencers, publications and brands as of May 2019.

Source: Instagram

# Guess teams up with Alibaba to bring online-to-offline concept store

## Seamless Experience



- Creating a seamless shopping experience across online and store-based channels.
- Integrating technology throughout all points of the buyer's journey, from discovery, to try-on, to purchase.
- Allows company to collect valuable consumer data on shopping behaviour to deliver personalised recommendations and drive efficiencies.

### Case Example: Guess and Alibaba AI (Hong Kong, China)

- In July 2018, Guess Inc partnered with Alibaba Group to test an online-to-offline interactive concept store, using Alibaba's Fashion AI technology. The store is built around Alibaba's e-commerce platform, Taobao. Once walking into the store, shoppers check in with their Taobao mobile ID, which allows them to track the items they tried on, purchased, or saved for later. They can also add items and complete the purchasing process directly on their smartphone through the Taobao app. It also gives product recommendations based on the shopping behaviour.
- The store is also equipped with smart mirrors and fitting rooms. As the product in the store comes with an RFID tag, smart mirrors can identify and display images, size availability, and other product information of the items on the screen.



Alibaba Group Holding Ltd is the leading e-commerce company in China, representing 41% of total internet retailing sales in the country in 2018.

Source: Business Wire

# MsParis ventures into a subscription service for women's dresses

## Subscription



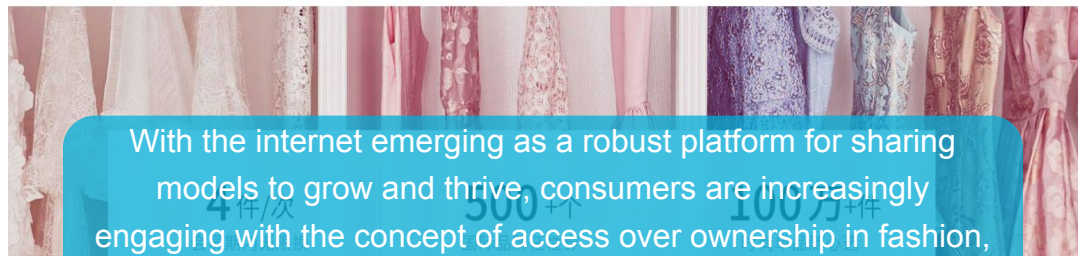
- Offering a combination of value, convenience and joyful experience of receiving packages.
- Subscription became a growing business in apparel and footwear industry, as digital startups such as Trunk Club, Fabletics and Le Tote as well as brick-and-mortar apparel retailers such as Under Armour, American Eagle and Express are experimenting with subscription services.

### Case Example: MsParis (China)

- Established in 2015, MsParis initially began with rentals of special-occasion dresses and clothes. With the success of its rental service, the company tapped into a subscription service for USD30-75 per month, enabling consumers to wear and exchange a variety of Western styles and brands for an affordable monthly rate.
- In December 2018, MsParis began to offer one-off rentals of brand-new clothes. After being worn once, these clothes are then integrated into the standard subscription offering.



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With the internet emerging as a robust platform for sharing models to grow and thrive, consumers are increasingly engaging with the concept of access over ownership in fashion, especially in premium/luxury apparel.



Source: MsParis

# Luxury brands release “dropped” products, adding further exclusivity

“Drop”



- Releasing small collections in limited quantities at select retail locations.
- Creating a sense of urgency and exclusivity. Also, generating more social media buzz and engaging community.
- Supreme and Nike consistently make headlines with limited-release “dropped” products. Luxury brands such as Moncler and Gucci also have begun to release new limited-edition items using “drop” distribution.

## Case Example: Burberry

- In September 2018, Burberry launched a series of monthly product “drops” from its new Chief Creative Officer Riccardo Tisci’s first collection over social platforms such as Instagram and WeChat. The limited-edition products were available only 24 hours for purchase.
- In order to maintain exclusivity, Burberry’s drops are very limited and not aimed to drive significant volumes, according to the company’s report.
- Through product drops, the exciting deliveries and direct communication strongly helps the brand to generate buzz and increase the number of new customers, especially millennials.



During Singles’ Day in China, Burberry released limited quantities of scarves on Tmall, which completely was sold out in 24 hours.

Source: Burberry



# Nike takes on Internet of Things, offering smart-lacing shoes

## Internet of Things



- Today's consumers are more connected than ever. Always-on and always connected is the new normal.
- More applications of the internet of things are expected to be seen in the apparel and footwear industry in the future as industry players team up with tech companies to incorporate technology in clothing and footwear to make life more efficient and consumers live smarter.

### Case Example: Nike

- Improving upon the self-lacing technology debuted in the Nike HyperAdapt 1.0 in 2016, Nike Inc released the Nike Adapt system in January 2019.
- The platform uses a mobile app and an advanced power-lacing system to provide a completely custom and adaptable shoe fit.
- It was first made available in the Nike Adapt BB basketball shoe, released in February 2019. In addition to being able to adjust the left and right shoes independently, wearers can also select and customise the colours of midsole buttons on sneakers and check battery levels from the mobile app.

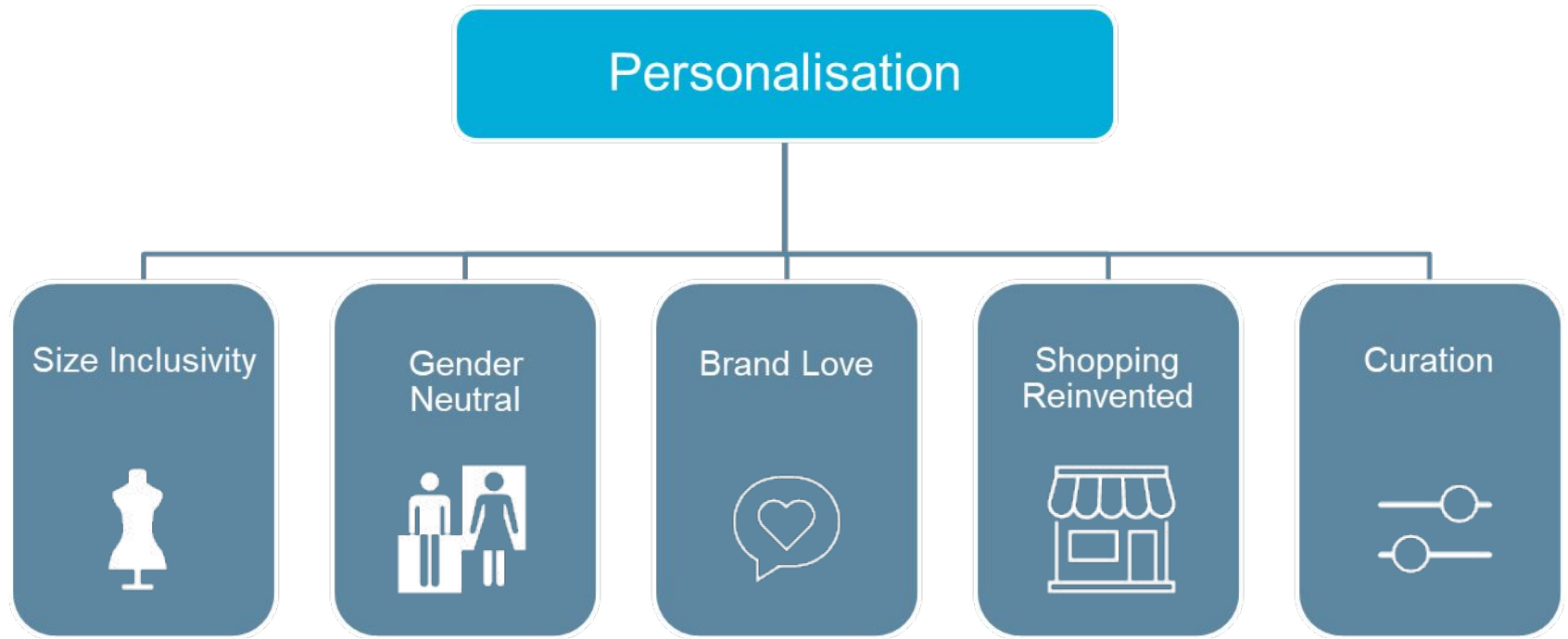


Priding itself on innovation, Nike Inc is the world's largest player in apparel and footwear, with a 3% global market share in 2018.

Source: Nike



# Personalisation: How are brands approaching personalisation?



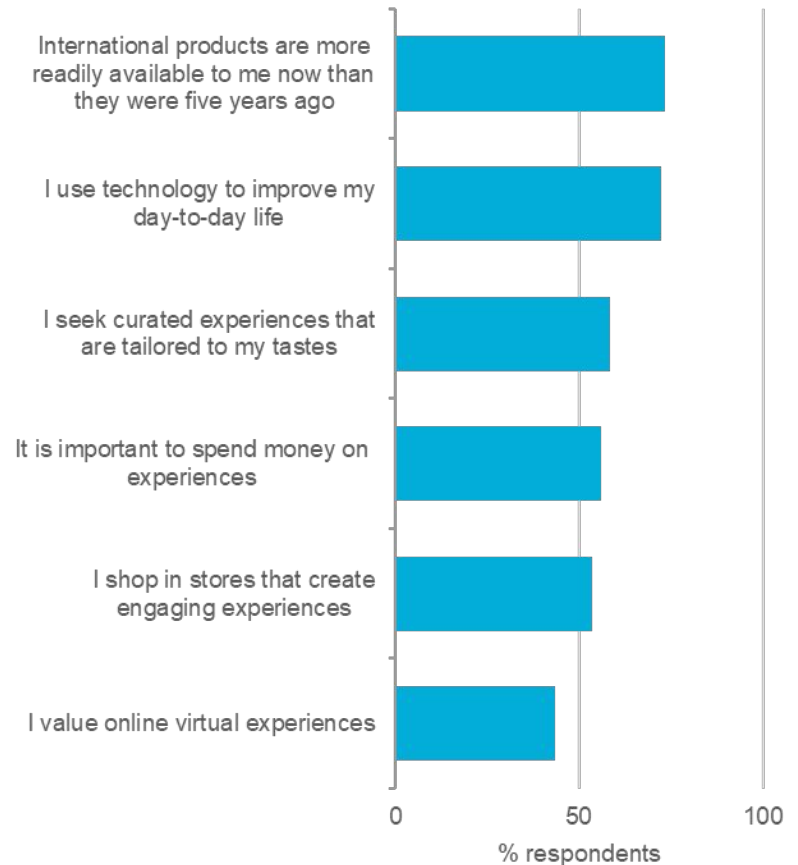
# Picky consumers demand personalised solutions

## Personalisation



- With endless options, consumers, especially millennials, demand personalised products, experiences, and communications from brands and retailers. To earn their custom and eventually their loyalty, sellers must demonstrate they know their customers' distinct needs and values.
- Consumers' desire to "experience more" is a global phenomenon, and offers a great deal of opportunity for brands and retailers to engage and interact with consumers beyond the transaction.
- Taking advantage of the digital transformation, retailers are increasingly utilising big data and machine learning to collect and analyse customer data in order to better understand what products they want and what activities they will best respond to.

## Attitudes Toward Experiences 2019



Source: Euromonitor International's Lifestyle Survey 2019

## ThirdLove focuses on personalised and inclusive experiences

### Size Inclusivity



- Consumers' demand for clothing in a broader range of sizes remains largely unmet. As the prevalence of obesity is likely to increase worldwide, rethinking size ranges to provide for the plus-sized market will offer opportunities for brands to grow by reaching more customers.
- Apparel companies are slowly offering options for a wider range of body shapes and sizes. Additionally, some are offering personalised services to help customers find their perfect fit.

#### Case Example: ThirdLove (US)

- The first bra and underwear brand to offer trademarked half-cup sizing. ThirdLove offers a total of 78 bra sizes from 30 to 48, AA to I. This unique and wide size range allows all shoppers to find the perfect fit, without being worried about their body type and shape. The company also offers a mobile app that enables users to measure their figures at home.
- Utilises its own data points collected via online questionnaires to build a product recommendation algorithm that predicts bra size and style for shoppers.
- The brand's personalised and inclusive services helps it to position itself so unique and different from the other leading women's underwear brands.



Source: ThirdLoves

## Primary offers basic clothing in a variety of colours to all children

### Gender Neutral



- Stopping labelling clothing by gender (boys/girls and men/women) and offering clothing lines that are worn without being constrained by their gender. This provides wider options of clothing for gender non-conforming consumers.
- Millennials brought the gender neutral movement to the fashion space, as they appear to be more open-minded when it comes to gender. The apparel and fashion industry has reacted to gender neutral momentum.

#### Case Example: Primary Clothing (US)

- Ignores the traditional gender stereotypes of “blue for boys and pink for girls” and offers clothing with a “rainbow” of colour options to all children. Its clothing also does not have any logos, slogans or sequins, simply allowing parents and children to pick the colours they like and express their personalities.
- Removes the categories by gender (girls and boys) and instead, displays clothing by ages (babies 0-24 months and children 2-12 years).



Source: Primary Clothing

# Outdoor Voices builds emotional connection with consumers

## Brand Love



- Making a deeper connection with consumers and seeking a sense of community and loyalty with customers in today's big data environment.
- Today's consumers no longer end with the transactions. They participate in post-transaction activities such as liking a company's social media post and writing a product review. They are looking for more engagement with a company that they trust.

### Case Example: Outdoor Voices (US)

- While positioning itself as filling the gap between active and recreational apparel, Outdoor Voices interacts with consumers by offering social events such as yoga sessions and group dog walking. The company taps into a community with a different approach from other sportswear brands which offer events such as bootcamp and 10K races which mainly target core athletes.
- Interacts with an online community by using the hashtag #doingthings, a short version of the company's full slogan "Doing Things is Better Than Not Doing Things", on social platforms. This allows anyone on social media to generate their content related to the company, becoming a powerful tool for the company's marketing.



Sports-inspired apparel is expected to grow by 25% at constant 2018 prices over 2018-2023.

Source: Euromonitor International

# Wacoal introduces 3D body scanner to measure shoppers' body sizes

## Shopping Reinvented



- How consumers buy goods and services is constantly in flux as economic and technological realities change every day for businesses and consumers.
- With the rise of internet retailing, brands and retailers are reconsidering the purpose of their physical stores and finding tech-driven retail solutions to improve in-store shopping experiences and drive traffic.

### Case Example: Wacoal (Japan)

- In May 2019, the Japanese underwear brand, Wacoal, introduced a new service called “3D smart & try”. The company developed a 3D body scanner with Liquid Inc. Customers can go to the measurement room and use the 3D body scanner to measure their body sizes by themselves. This complimentary scanning takes only seconds and can be done without being touched by store assistants.
- Once the measurement is completed, customers use store tablets to check their body size data as well as look at the AI-recommended Wacoal products.



Wacoal Holdings Corp is the second largest women's underwear company in Japan, accounting for 20% value share in 2018.

Source: Wacoal



# Net-a-Porter operates its website with a highly curated approach

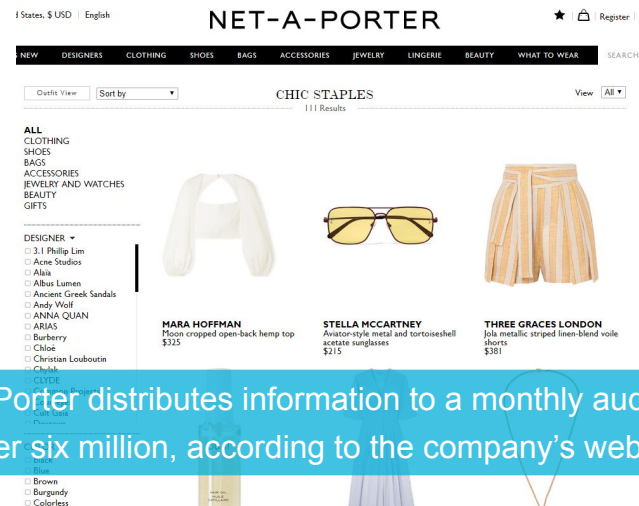
## Curation



- Today's consumers have access to a huge amount of product information through print media, social media and the internet.
- Curation offers a subtle way of suggesting, directing and focusing purchase choices. Tailoring information to provide consumers with the best possible products, instead of the most products possible.

### Case Example: Net-a-Porter (UK)

- Operates its content and commerce website with a highly curated approach.
- Delivers curation-based recommendations of products from designer clothing to luxury accessories and super premium beauty and personal care, which helps readers navigate to the specific information they are interested in.
- Provides powerful and quality content, leading to greater credibility and increased number of users.



Net-a-Porter distributes information to a monthly audience of over six million, according to the company's website.

Source: Net-a-Porter

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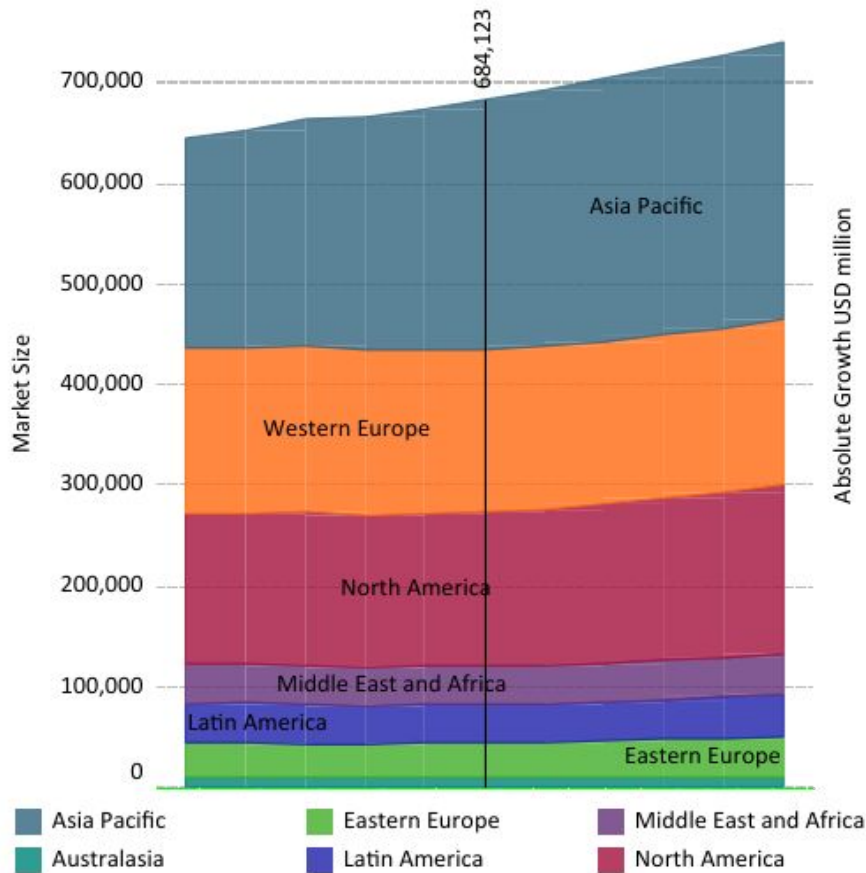
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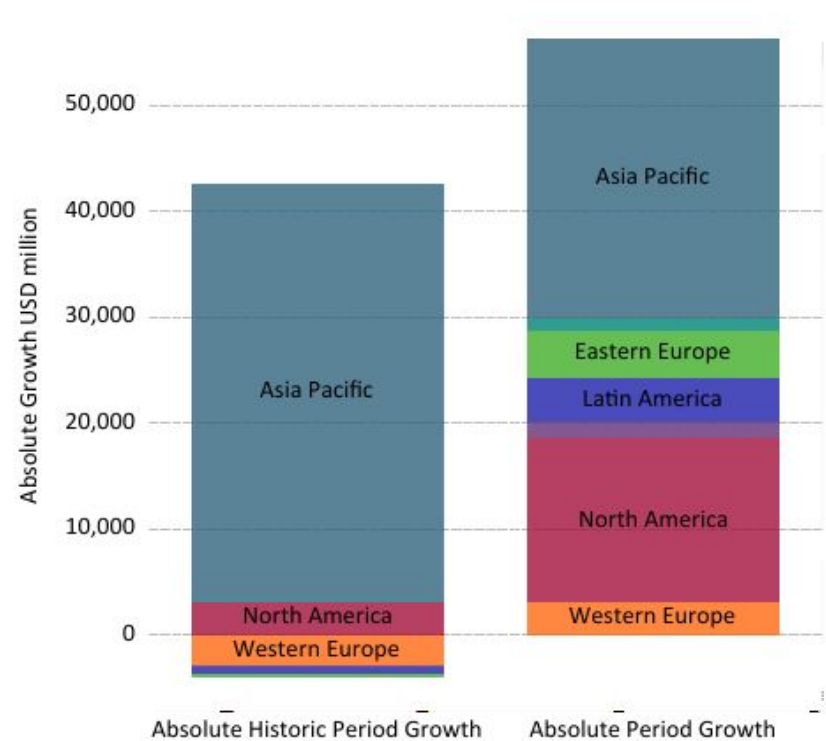


# Global snapshot of womenswear

Womenswear: Evolution of Global Market 2013-2023



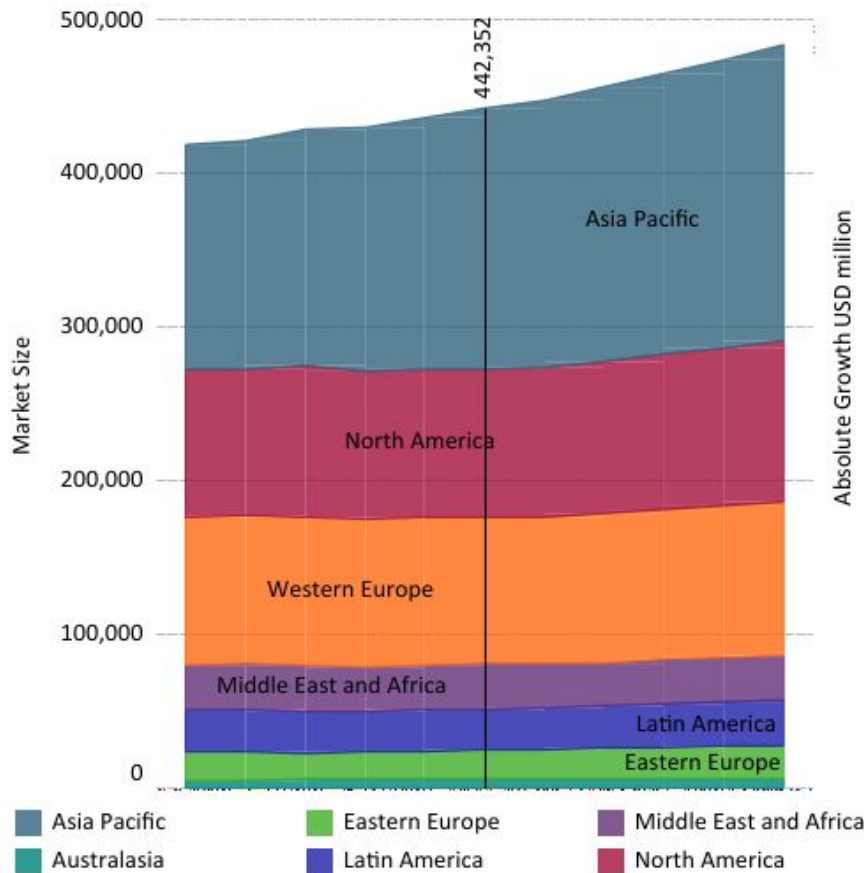
Womenswear: Absolute Growth by Region



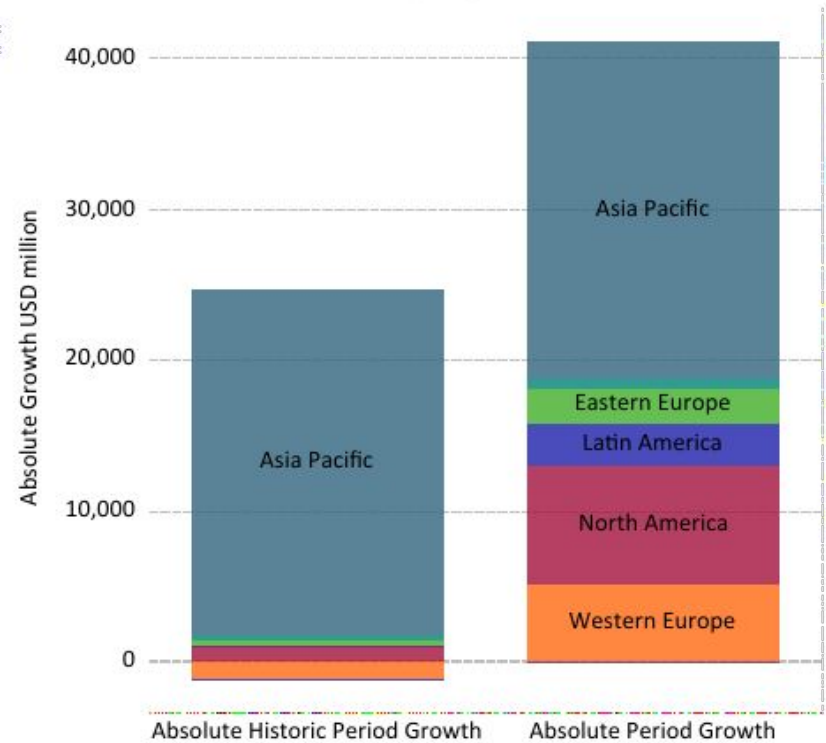
Womenswear

# Global snapshot of menswear

Menswear: Evolution of Global Market 2013-2023



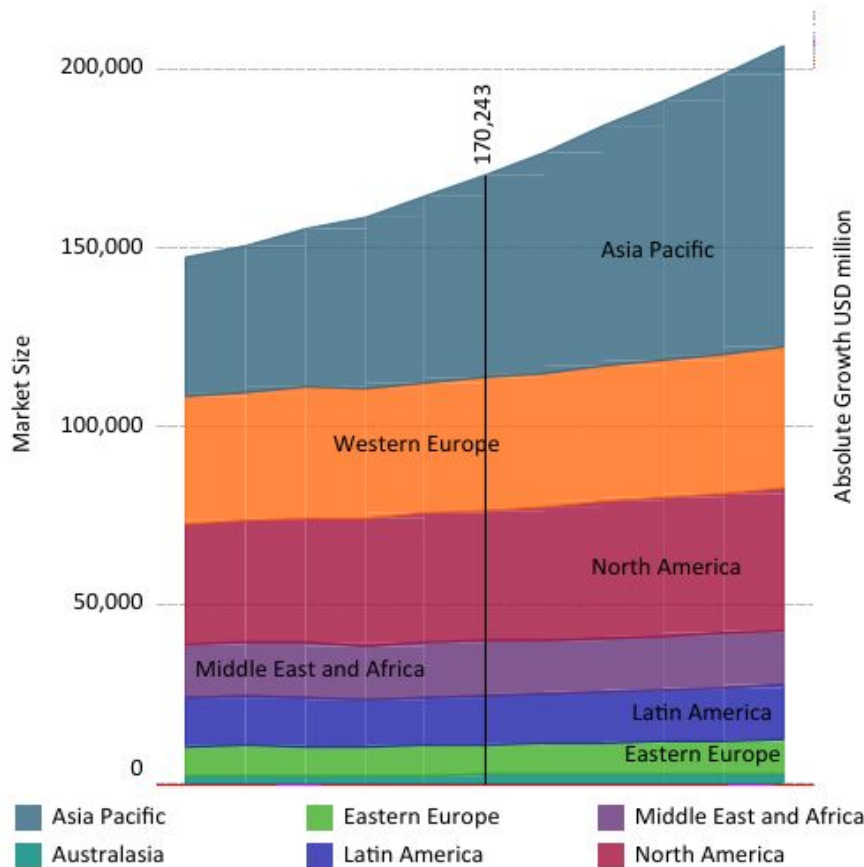
Menswear: Absolute Growth by Region



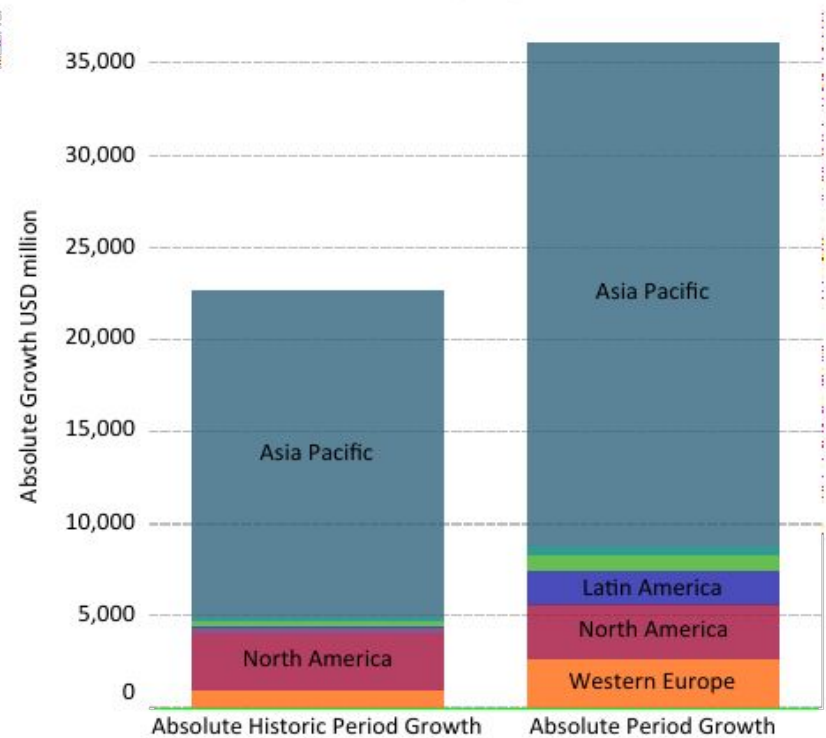
Menswear

# Global snapshot of childrenswear

Childrenswear: Evolution of Global Market 2013-2023



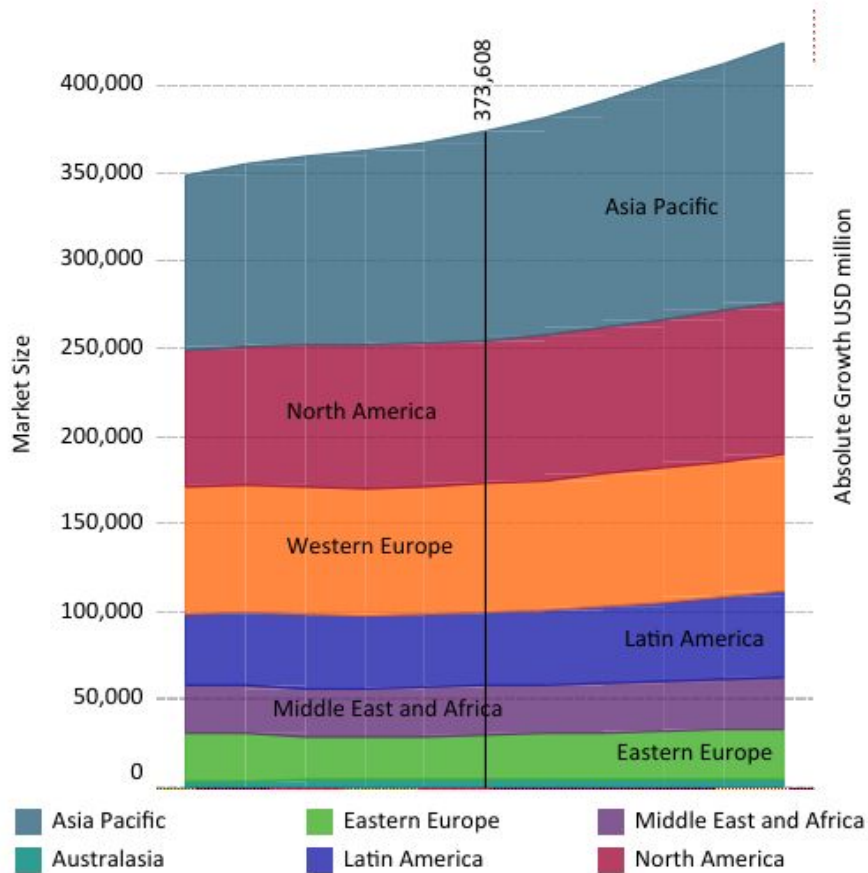
Childrenswear: Absolute Growth by Region



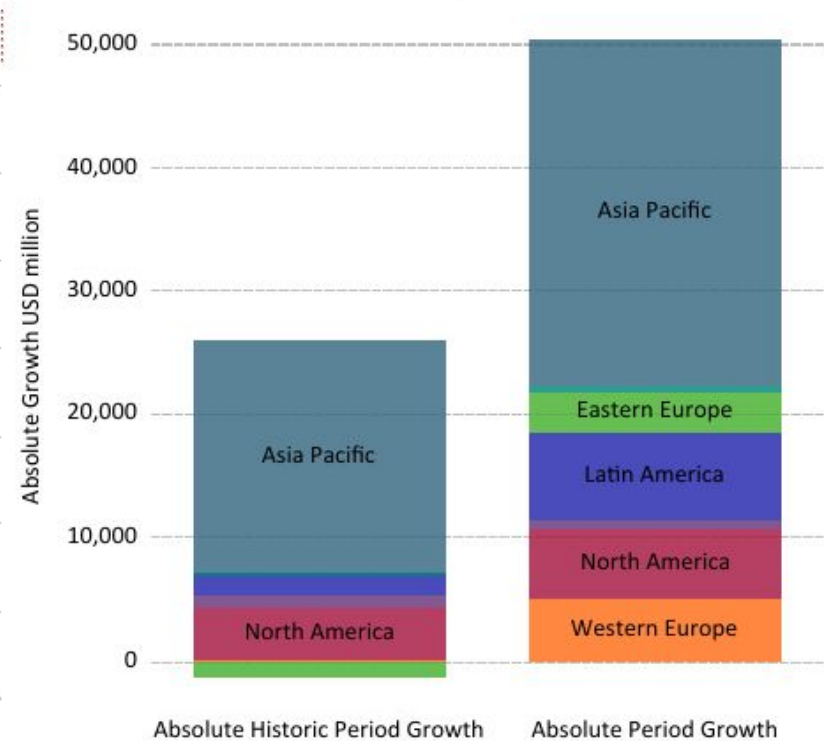
Childrenswear

# Global snapshot of footwear

Footwear: Evolution of Global Market 2013-2023



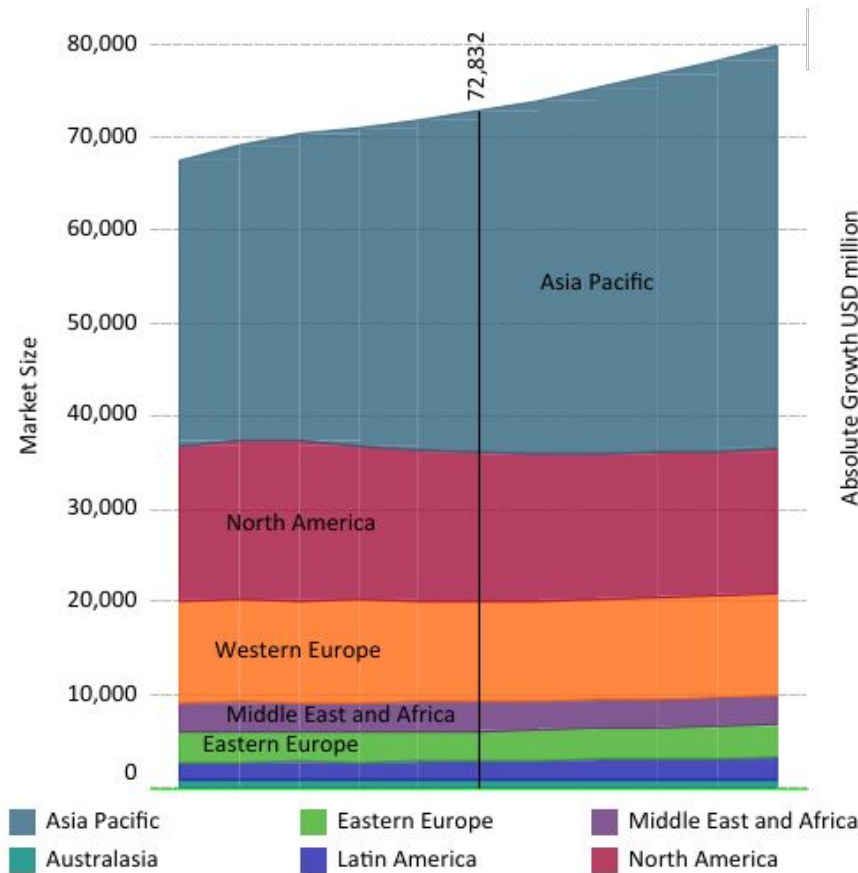
Footwear: Absolute Growth by Region



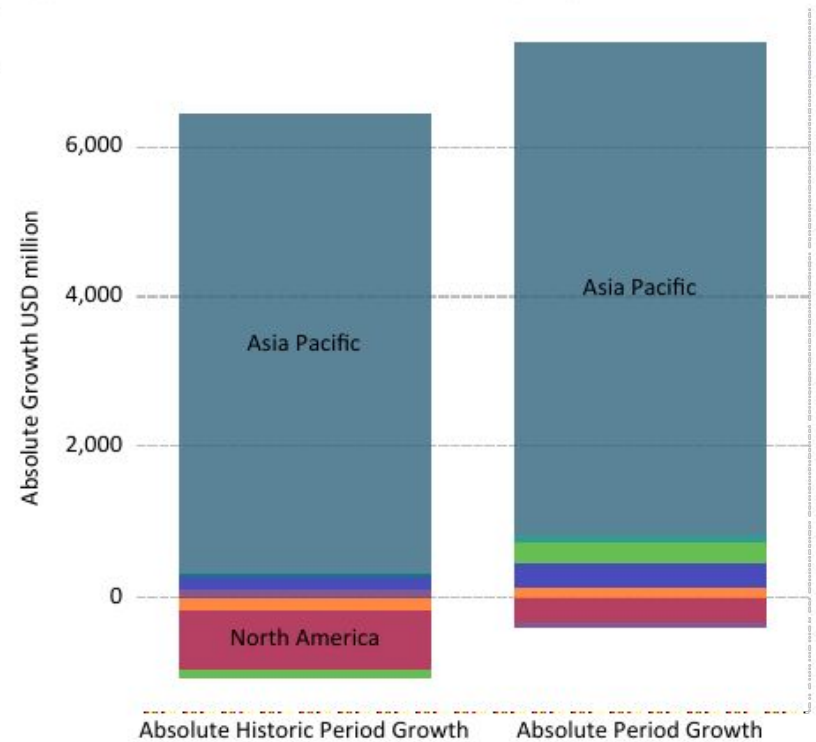
Footwear

# Global snapshot of apparel accessories

Apparel Accessories: Evolution of Global Market 2013-2023



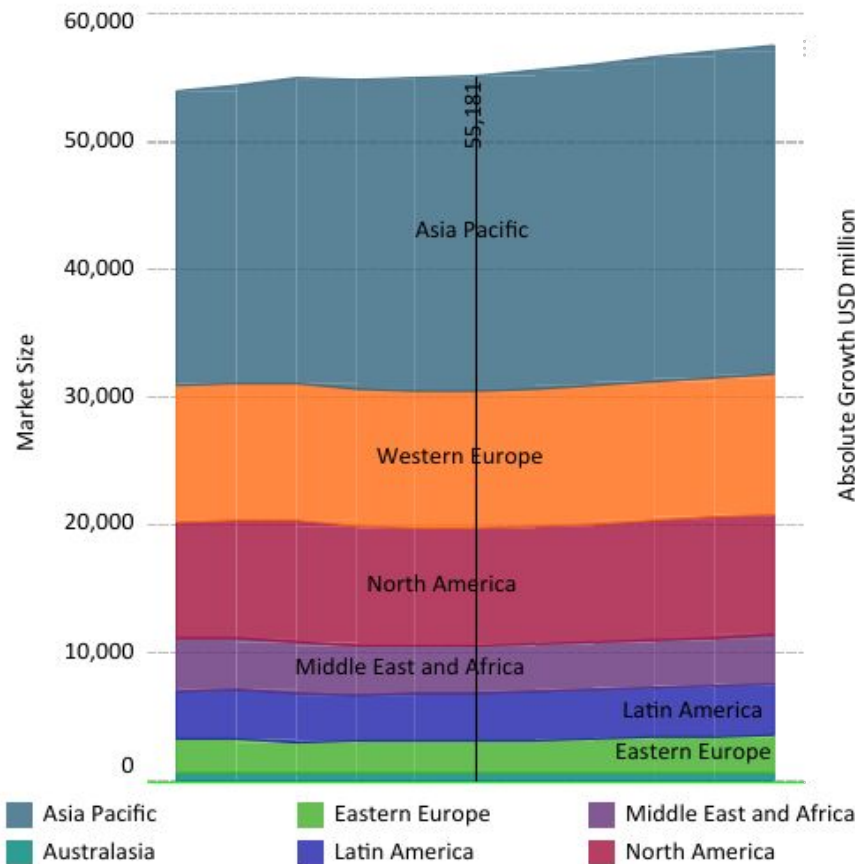
Apparel Accessories: Absolute Growth by Region



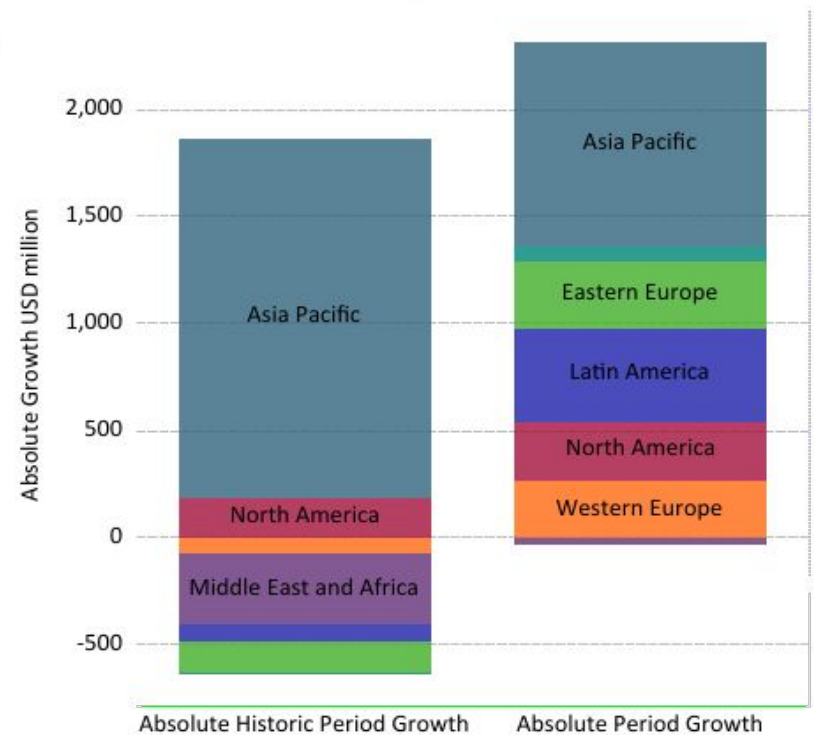
Apparel Accessories

# Global snapshot of hosiery

Hosiery: Evolution of Global Market 2013-2023



Hosiery: Absolute Growth by Region

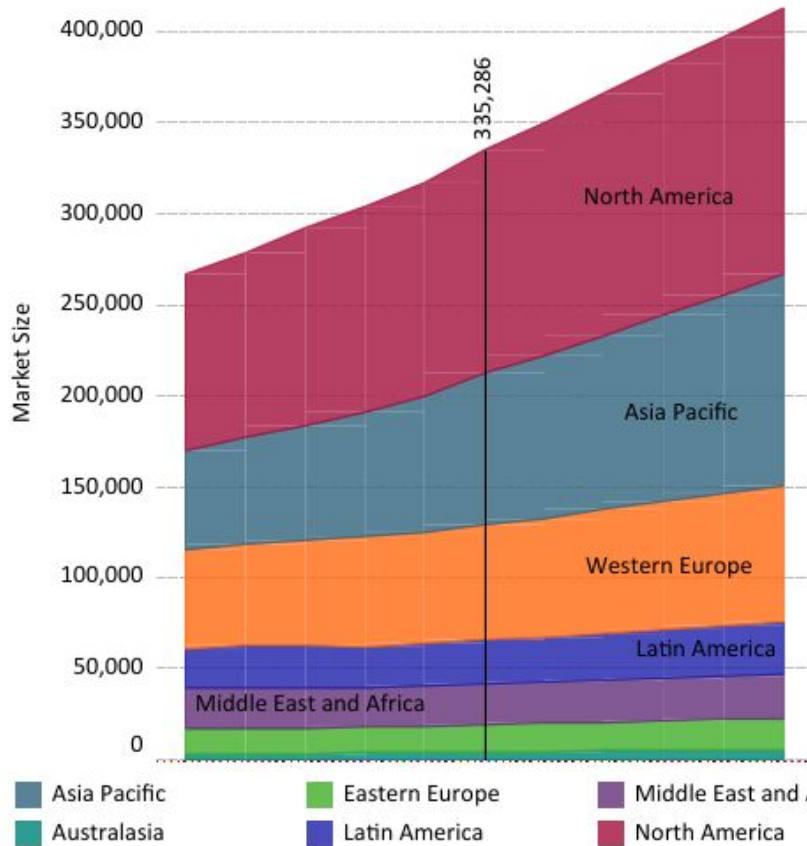


Hosiery

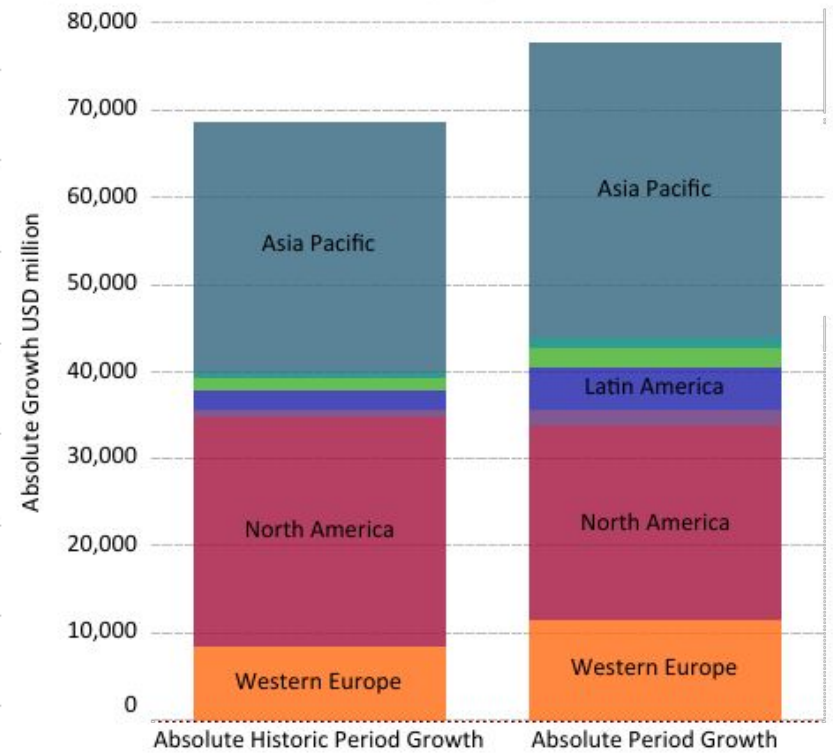


# Global snapshot of sportswear

Sportswear: Evolution of Global Market 2013-2023



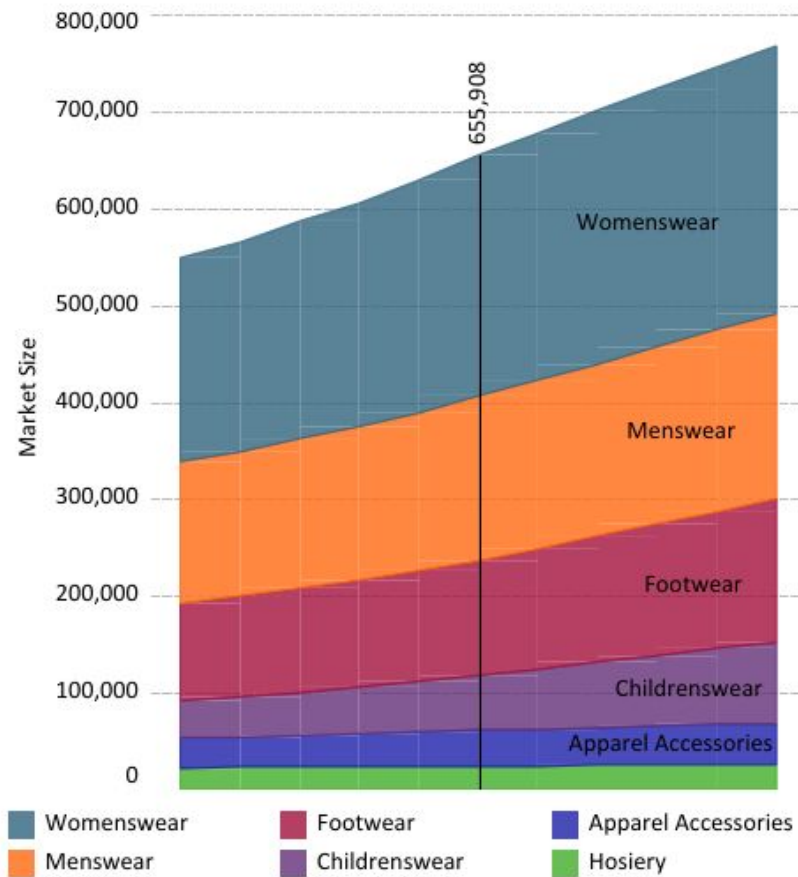
Sportswear: Absolute Growth by Region



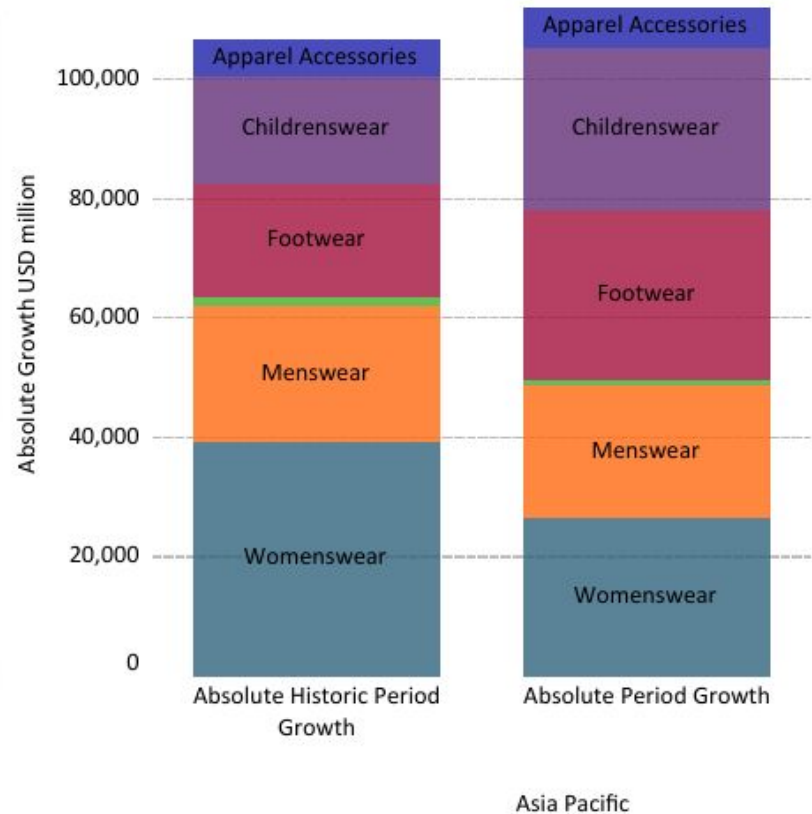


# Regional snapshot: Asia Pacific

Asia Pacific: Evolution of Apparel and Footwear 2013-2023

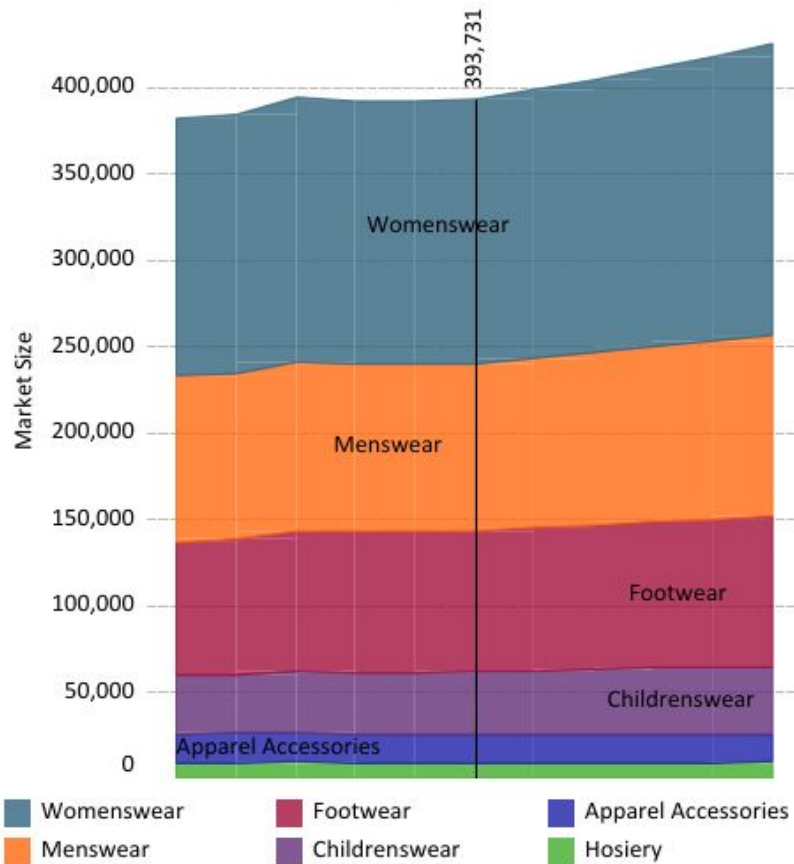


Asia Pacific: Absolute Growth by Category

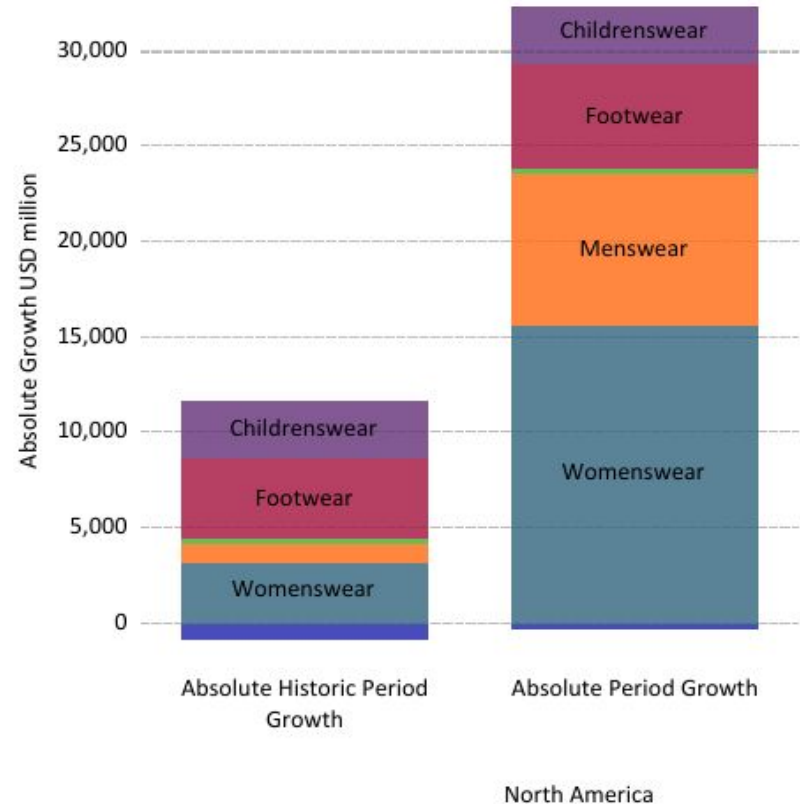


# Regional snapshot: North America

North America: Evolution of Apparel and Footwear 2013-2023

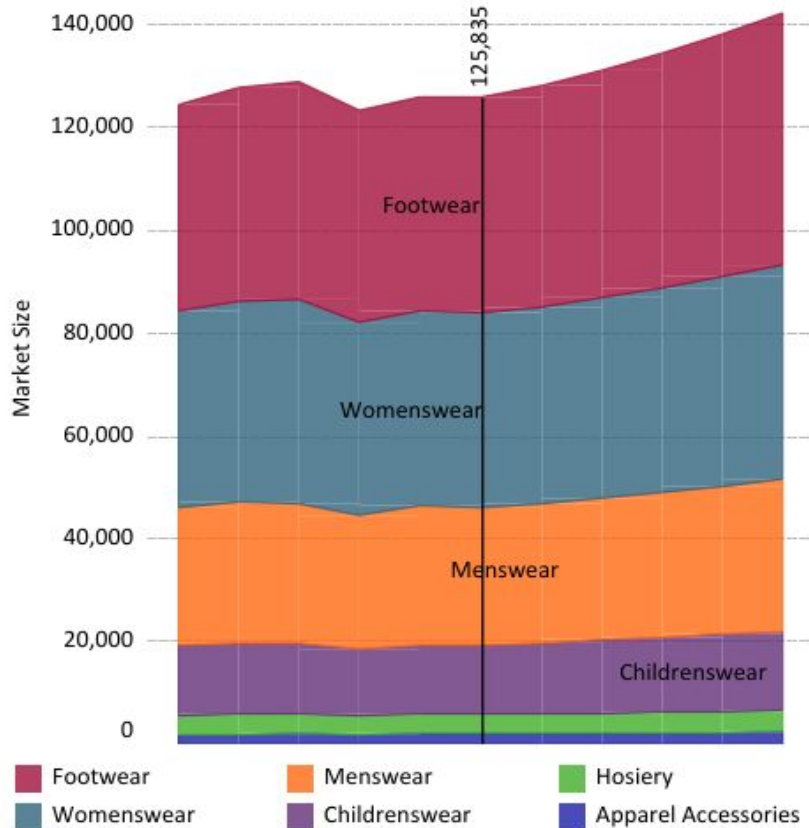


North America: Absolute Growth by Category

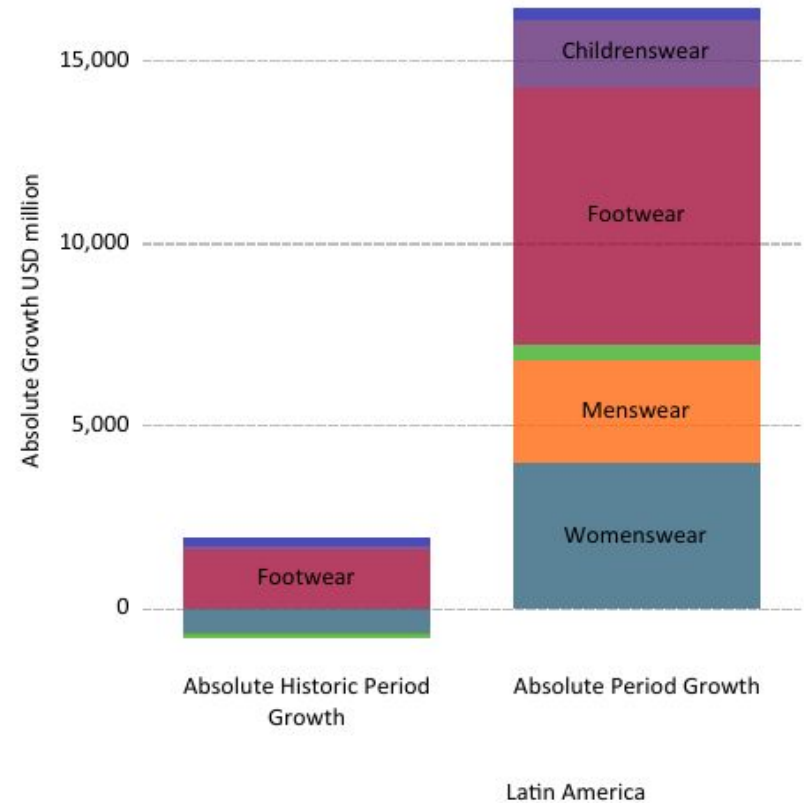


# Regional snapshot: Latin America

Latin America: Evolution of Apparel and Footwear 2013-2023

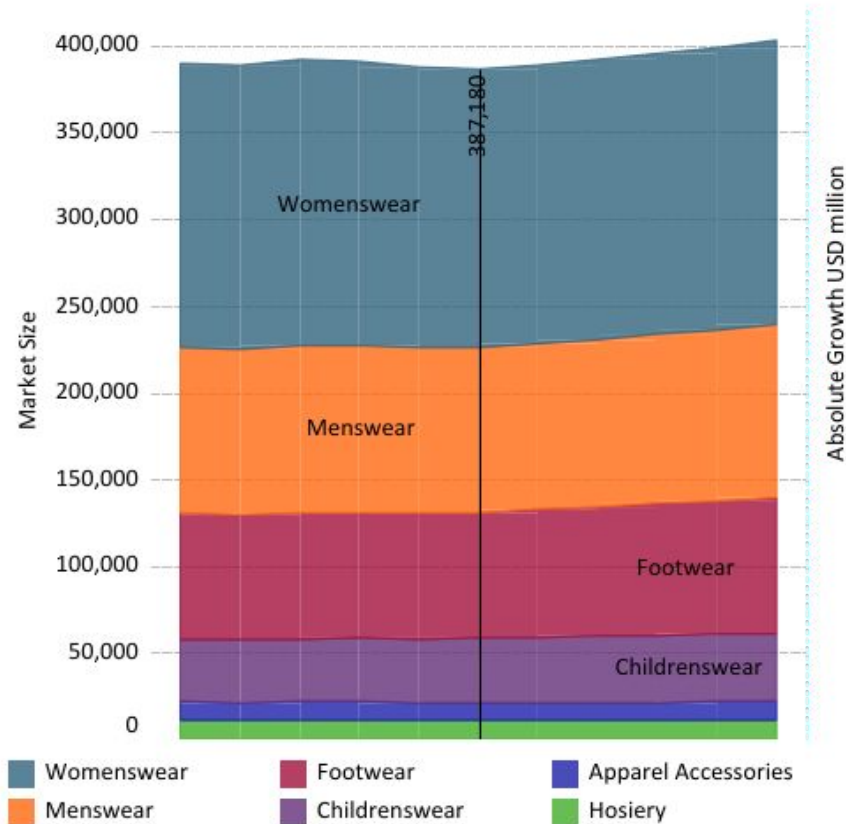


Latin America: Absolute Growth by Category

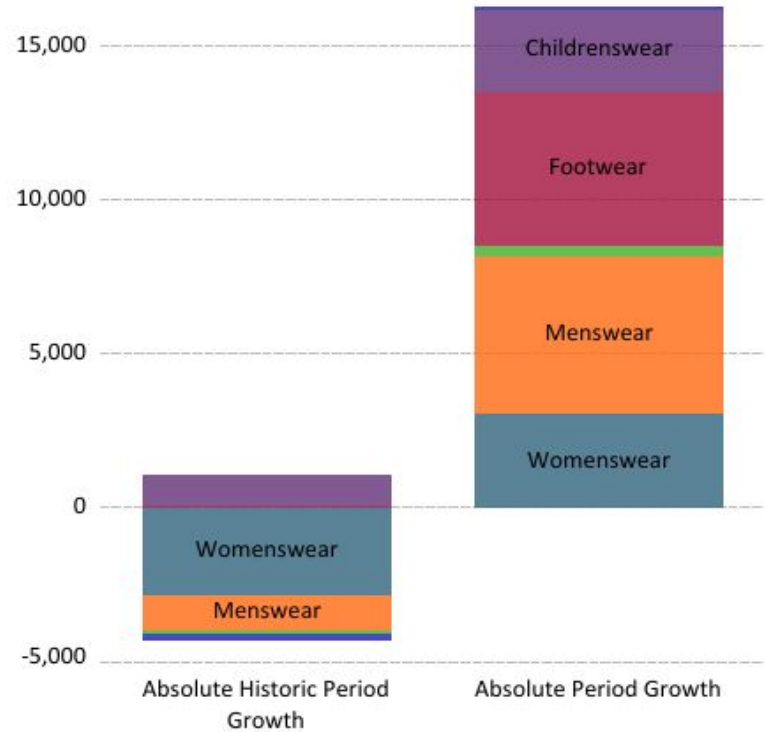


# Regional snapshot: Western Europe

Western Europe: Evolution of Apparel and Footwear 2013-2023



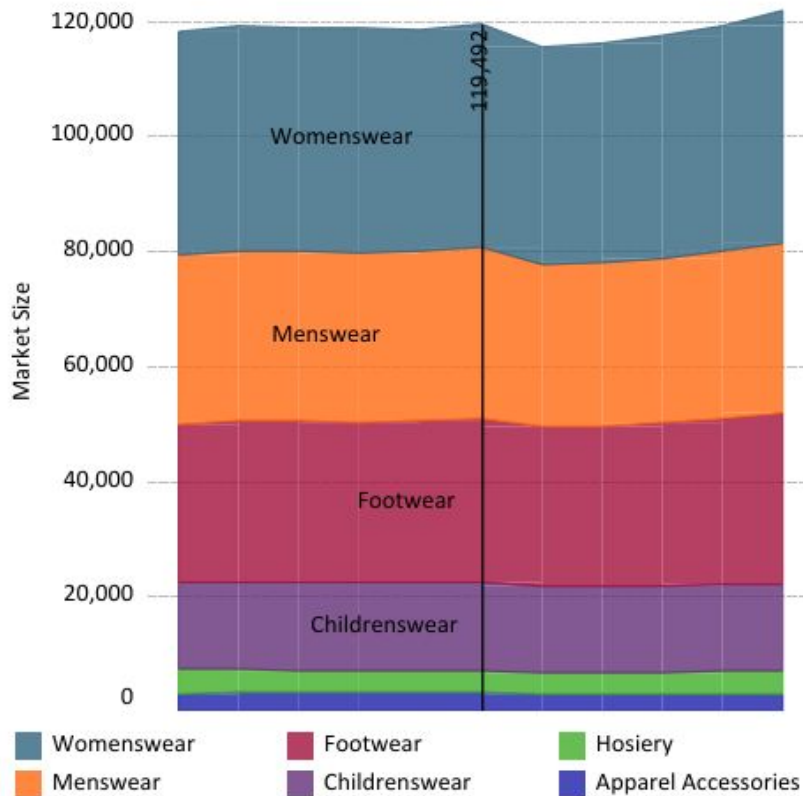
Western Europe: Absolute Growth by Category



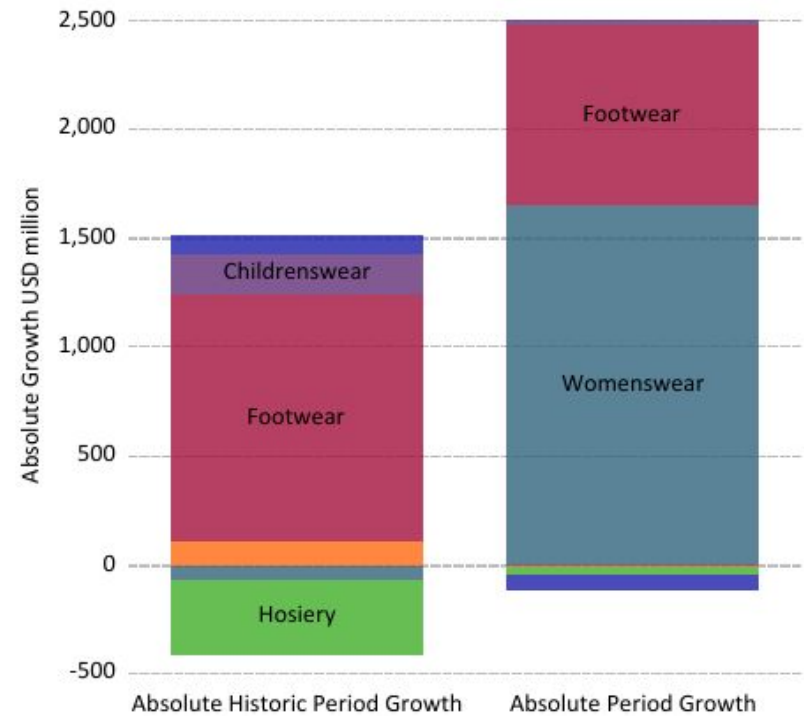
Western Europe

# Regional snapshot: Middle East and Africa

Middle East and Africa: Evolution of Apparel and Footwear 2013-2023



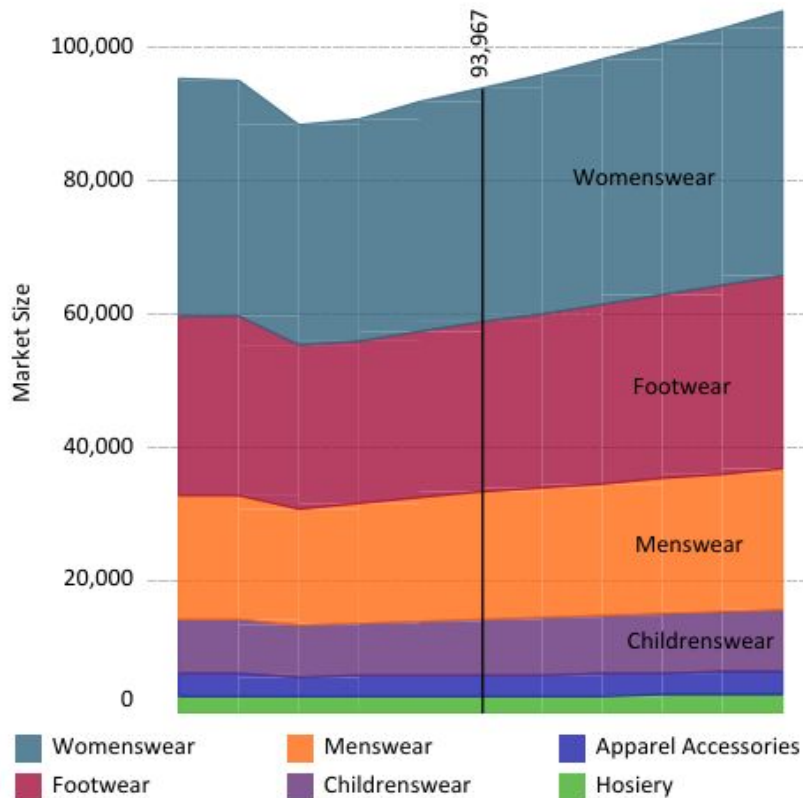
Middle East and Africa: Absolute Growth by Category



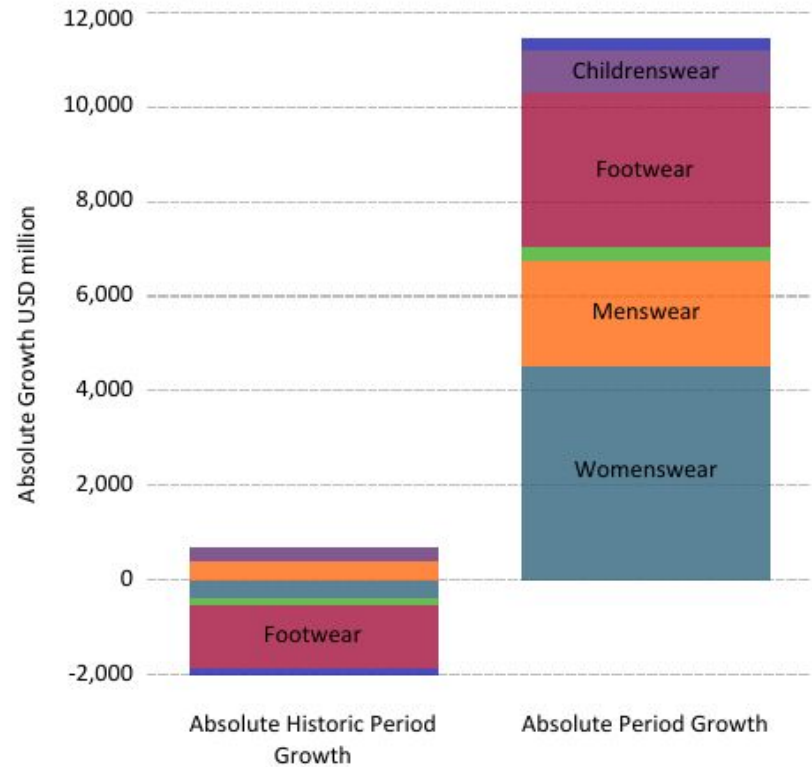
Middle East and Africa

# Regional snapshot: Eastern Europe

Eastern Europe: Evolution of Apparel and Footwear  
2013-2023



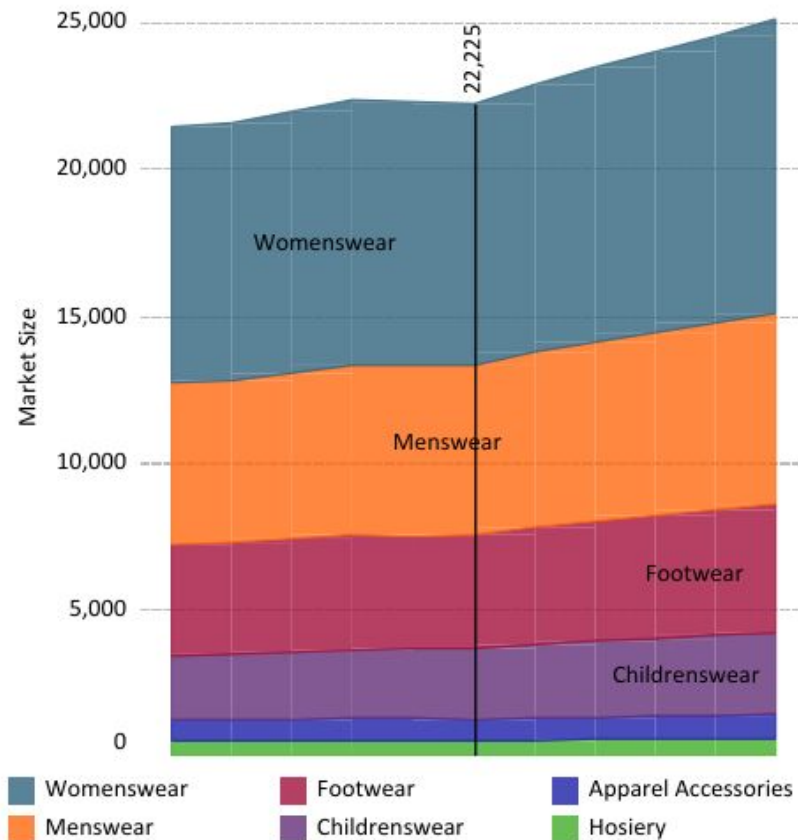
Eastern Europe: Absolute Growth by Category



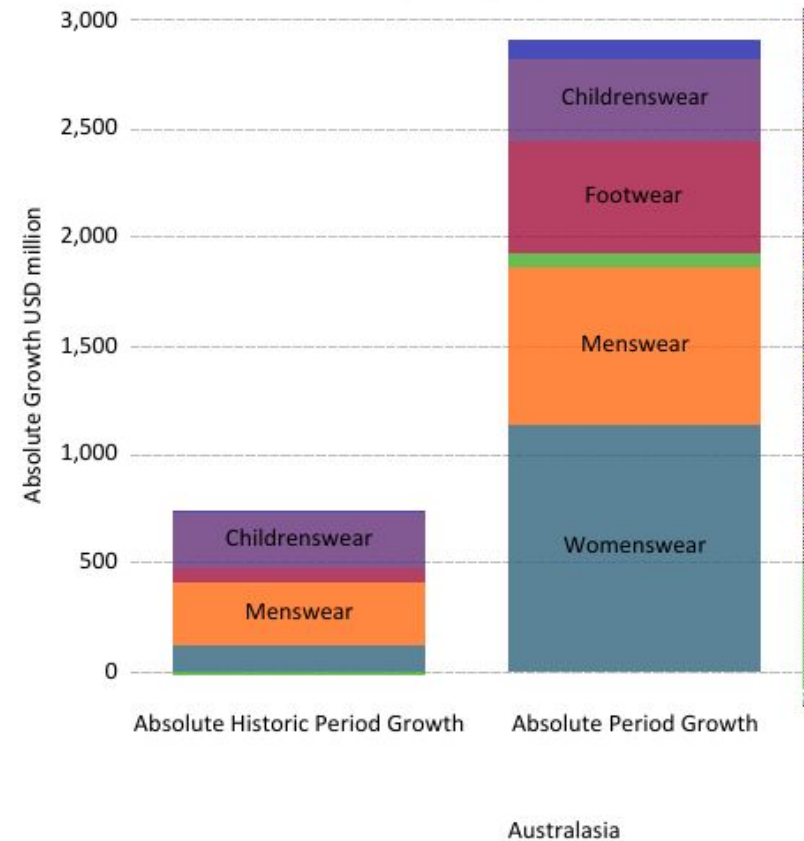
Eastern Europe

# Regional snapshot: Australasia

Australasia: Evolution of Apparel and Footwear 2013-2023



Australasia: Absolute Growth by Category





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# Definitions

- **Apparel and Footwear:** This is the aggregation of womenswear, menswear, childrenswear, apparel accessories, hosiery and footwear. This dataset covers retail sales of apparel and footwear through both store-based retailers and non-store retailers. Excludes black market sales (ie untaxed, generated within informal retailing) and duty-free sales (travel retail). Items must be new when sold to the consumer; second-hand/used items are excluded. Antique and/or vintage apparel and footwear is also excluded.
- **Womenswear and Menswear:** This is the aggregation of women's/men's outerwear and women's/men's underwear, nightwear and swimwear. Women's/men's outerwear is defined as women's/men's apparel for outdoor/out-of-the-house wear. Includes shorts and trousers, jeans, dresses, skirts, jackets and coats, jumpers, suits, shirts and tops. Knitwear products are included.
- **Childrenswear:** This is the aggregation of baby and toddler wear, girls' apparel and boys' apparel. Covers articles of apparel for children aged 0-14 years. Includes all types of garments: bodysuits, dresses, skirts, jackets and coats, jumpers, leggings, shirts and blouses, shorts and trousers, jeans, skirts, suits, tops, underwear, nightwear and swimwear. Nappies (diapers) - be they disposable or cloth - are excluded.
- **Footwear:** This is the aggregation of children's footwear, men's footwear and women's footwear. Includes all men's, women's and children's outdoor and indoor shoes made of materials such as leather, fabric or plastic.
- **Apparel Accessories:** Supplementary garments and clothing articles consisting of items as belts, scarves, gloves, hats, ties and other accessories. Knitted accessories (hats, scarves and gloves) are also included. Includes all such products designed for men, women, children, and infants. Shoes, bags and sunglasses are excluded and attributed to footwear, travel goods and sunglasses, respectively.
- **Hosiery:** This is the aggregation of sheer hosiery and non-sheer hosiery. Sheer hosiery includes all types of hosiery made from nylon (polyamide) as the main fibre. Non-sheer hosiery includes all types of hosiery made from natural fibres (cotton, wool, silk, cashmere) or acrylic as the main component.



# Passport

**FOR FURTHER INSIGHT PLEASE CONTACT**



**Ayako Homma**

Consultant - Fashion & Luxury

[ayako.homma@euromonitor.com](mailto:ayako.homma@euromonitor.com)

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