

Market Research

L

Consumer Insights







Module 1:Introduction to Market Research & Consumer Insights in Fashion

Module 2: Emerging Fashion Trends & How to Identify Them

Module 3: Consumer Profiling and Segmentation

Module 4: Competitive Analysis in the Fashion Industry

Module 5: Data Collection, Analysis, and Reporting

Module 6:Strategic Applications of Market Research





Module 1 Ontroduction to Market Research

&

Consumer Insights in Fashion



- The role of fashion weeks, influencers, and social media in shaping trends.
- The intersection of consumer preferences and emerging trends.



• 1.2 Importance of Market Research

- How fashion brands use market research to predict trends and consumer behavior.
- Case studies of successful trend forecasting.





Module 2
Emerging Fashion Trends
&
How to Identify Them

2.1 Fashion Weeks as Trend Forecasting Events

- Key fashion weeks to follow (New York, Paris, Milan, London).
- Identifying key themes,
 colors, and styles emerging
 from these events.
- How designers and brands shape and influence trends.



2.2 Role of Influencers and Social Media in Trend Adoption

- The influence of social media platforms (Instagram, TikTok) on fashion trends.
- Identifying fashion influencers and their impact on consumer choices.
- Case studies of viral fashion trends on social media.



• 2.3 Using Technology for Trend Analysis

- Tools for tracking fashion trends (Google Trends, fashion analytics platforms).
- How Al and big data are used to predict and understand consumer behavior



• 3.1 Introduction to Consumer Profiling

- Defining target markets based on demographic and psychographic factors.
- Understanding the role of age, income, location, and lifestyle in consumer choices.

• 3.2 Segmentation Methods

- Behavioral segmentation: Identifying purchasing patterns.
- Geographic segmentation: How location impacts fashion preferences.
- Psychographic segmentation: Understanding attitudes, values, and lifestyles.

3.3 Using Consumer Data to Create Buyer Personas

- Techniques for creating accurate consumer profiles.
- Analyzing real-world case studies to understand consumer behavior in fashion.

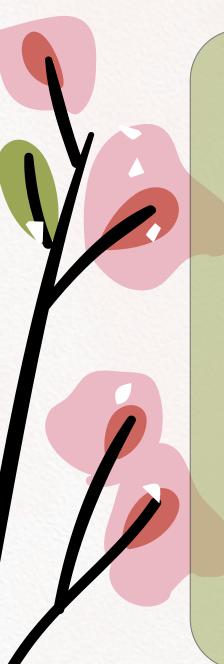




4.1 Overview of Competitive Analysis

- Why competitive analysis is crucial for staying relevant in the fashion industry.
- Key tools and methods for gathering competitive intelligence.





• 4.2 Conducting a SWOT Analysis on Competitors

- Strengths, Weaknesses, Opportunities, and Threats (SWOT) framework.
- How to apply SWOT to understand competitor positioning and market gaps.
- Real-world examples of how brands have used SWOT to enhance their market position.

• 4.3 Tracking Competitor Strategies

- How to monitor competitors' product launches, marketing campaigns, and social media.
- Tools for monitoring competitor performance (e.g., SEMrush, SimilarWeb, and social listening tools).



• 5.1 Primary vs. Secondary Research

- Conducting surveys, focus groups, and interviews for primary data.
- Using secondary data sources such as industry reports, market analysis, and fashion blogs.

5.3 Reporting Insights Effectively

- Creating presentations and reports for stakeholders.
- How to turn data into actionable insights for fashion brands.



- 5.2 Analyzing and Interpreting Data
 - Techniques for analyzing both qualitative and quantitative data.
 - Using data to forecast trends and make business decisions.



6.1 Applying Insights to Fashion Design

- Translating market research findings into fashion design and product development.
- Case studies of brands successfully implementing market insights into collections.



- How to use consumer insights to shape brand messaging and marketing strategies.
- Case studies of fashion brands using data-driven marketing.

6.3 Predicting and Managing Trends

- How to future-proof your fashion brand by predicting consumer preferences.
- Case studies of fashion brands adapting to emerging consumer trends.

