

Fast Fashion - China - June 2016

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"The fast fashion market is slowing down. Meanwhile, shoppers are demanding better quality products and customer service. They are also demanding more individual styles to suit diversifying tastes. Competition is intensifying, but online retail is providing new ways to reach more consumers in untapped regions that chains haven't reached."

– Matthew Crabbe, Director of Research, Asia-

This report looks at the following areas:

- Young and Funky versus Conservatives
- Embracing online
- Individualism

This Report covers how the fast fashion retail market has grown rapidly, and is seeing increasing competition drive greater innovation to capture customer interest.

It investigates how consumers are becoming more demanding of product and service quality, as well as more individualistic in their tastes, and how retailers are responding to this shift in innovative new ways.

It also looks at how important integration of online and offline channels has become in gaining consumer interest, offering value for money and improving customer experience.

The Report also looks at different consumer groups, and how they buy different products and seek out different styles of clothes to make their own look.

The Report also looks at what key factors motivate shoppers when they are looking for products, and what the key criteria are for their choice of fast fashion brand.

Finally, the Report looks at consumer attitudes towards fast fashion, how they feel they are served well, and where retailers need to work harder to gain their loyalty.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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