

Online Apparel Retailing - US - 2022

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Purchase frequency of clothing online and consumers' future intentions to shop online
- Preferred retailers when shopping for clothing online
- Why consumers choose to shop for clothing online rather than in-store
- Where consumers find inspiration for their clothing choices
- Attitudes toward purchasing clothing online

The online apparel retailing experience is not siloed to the digital world – 81% of consumers are multichannel shoppers, meaning they use a variety of physical and digital options when purchasing clothing. The omnichannel experience needs to be seamless and convenient for consumers, who want to be able to discover items of interest online, try them on in-person and browse other colors and styles before placing an order. Physical retail will assist with digital sales, and drives the majority of sales – the two must work together.

Inflation remains an issue for brands and consumers alike. Despite a small drop in inflation in July, prices in some necessary categories such as food and rent remain high, eating into consumers' discretionary spending. Clothing brands will need to provide added value – both monetarily and otherwise – to convince consumers that the purchase is worth the price.

One of the biggest threats to the market is a lack of transparency from some brands, leading to more frustration on behalf of the consumer. Shoppers want to know that items are available to order when they see them; that an item is authentic when purchased; and that sizing, style and color will match between what they see online compared to what they see in person. Technology enhancements will be critical for brands as they look to elevate their online shopping experiences.

That said, it means that tech improvements and the incorporation of technology in general are key opportunities in the market. Sizing tools, social



"The online apparel market is poised for opportunity and growth as consumers continue to gravitate to ecommerce to purchase clothing. Thus far, brands have produced an enjoyable experience for shoppers and this experience drives consumers back to make purchases online. In the coming years, technology will be at the forefront of the retail environment."

– **Katie Hansen, Senior Analyst, Retail & eCommerce**

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commerce, AR/VR and AI are just a few options for brands to explore. Shopping for clothing online is about the holistic experience for consumers, and this entails going beyond a simple transaction and making the brand feel more human to shoppers.

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