

Fast Fashion – China – 2023

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This report looks at the following areas:

- Fast fashion spending overview, the key consumers and potential product category to drive growth.
- Most anticipated features of fast fashion.
- Consumer spending sentiment towards fast fashion.
- Decode sustainability trend in fast fashion.
- Opportunity for premium fast fashion.

Fast fashion retail sales declined in 2022 due to the impact of COVID-19. In 2023, the market will gradually recover, while a sharp rebound is not expected. Fast fashion is experiencing multiple market dynamics, including sustainability in fashion industry, challenges from ultra-fast fashion and an affordability issue under the macroeconomic uncertainty. All the dynamics urge players in the fast fashion industry to react in order to sustain their businesses.

Under the multiple challenges, fast fashion still has chances to seek growth opportunities.

Fast fashion players should note that the key consumers are high-income women living in tier 1 cities. They are high spenders for fast fashion products, and they are a potential target audience of premium fast fashion.

Good value for money is important for all consumers, including the key consumers, under the macro environment. It is critical to notice that key consumers perceive the affordability issue differently compared with mass consumers. The key consumers associate good value for money with outstanding designs, reflecting that design and style are the essence of their needs. They are not likely to be attracted by fast fashion products of high quality but mediocre design.



“Fast fashion consumption is expected to recover in 2023 as consumers are eager to participate in various outdoor activities, show their personality and taste. Consumers now expect more quality and durable products in a variety of styles from fast fashion.”

– Diana Shao, Category Director

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