

What Should Global Fashion Retailers Expect in Q2 2019?

Here, we look at ecommerce fashion stats and how retailers can encourage purchases.

The total global ecommerce market is estimated to be worth approximately \$4.5 trillion by 2021.

The online fashion market is massive. Revenue from ecommerce fashion is expected to grow 12.5% or in money terms \$600,994 million.

By 2023 the fashion ecommerce market is expected to grow 9.8% and be worth a whopping \$872,619 million!



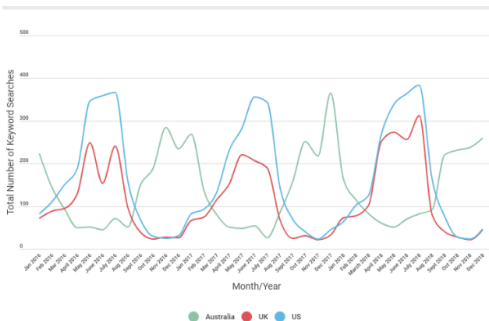
*Estimated Fashion Ecommerce Revenue in 2019



Key Search Trends

According to Google Trends, searches for the term 'summer outfits' peaked at around May/June time every year in the UK, June/July in the US and September/October in Australia.

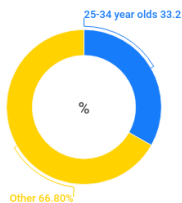
Key Search Terms - 'Summer Outfit'



Data from Google Trends, based from 1st January 2016 - 1st January 2019.

Most Searched For Item In The UK

From July to September 2018. "Dress" had the highest total number of UK searches, at around 748 thousand!



Who Is The Main Audience?

In 2017, the main audience of online fashion shopping was 25-34 year old users, they held a share of 33.2% of the market.

Festival Fashion

Approximately 32 million people go to at least one music festival in the US every year. According to a survey the most important things to pack for a festival were:

- >> A Great Outfit
- >> Flower Headband
- >> Wellies/Rain Boots
- >> Baby Wipes
- >> Alcohol

