

Global Fashion and Lifestyle Market: Size & Forecasts with Impact Analysis of Covid-19 (2020-2024)

October 2020



Global Fashion and Lifestyle Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Dynamics

Competitive Landscape

Company Profiling

Global Fashion and Lifestyle Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Fashion and Lifestyle Market: Size & Forecasts with Impact Analysis of Covid-19 (2020-2024)
Coverage	Global and Regional
Regional Coverage	China
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2020-2024
Competition in the Market	Fragmented
Key Players	Global Fashion Group, Amazon.com Inc., ASOS Plc, Zalando SE

Global Fashion and Lifestyle Market

Executive Summary

Fashion is an area of activity that consists of styles of clothing and appearance. It can also be described as a way of expressing oneself without the use of words. Fashion and lifestyle go hand in hand. Fashion reflects lifestyle and lifestyle is reflected in a person's outfits and accessories. Fashion is also sufficiently but not necessarily an indicator to a person's financial capability.

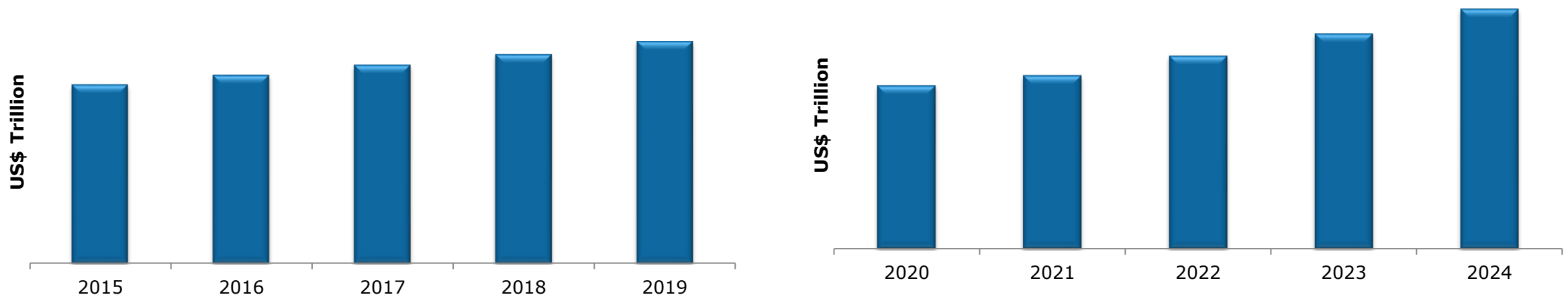
The global fashion and lifestyle market can be segmented on the basis of products, gender, distribution channel and price range. Apparels, footwear, beauty products and accessories such as jewelry, handbags, watches etc. are the sub categories of the market under its product segment. Menswear and womenswear are classifications under the gender category. On the basis of distribution channel, the market can be bifurcated into online (e-commerce and fashion retailer websites) and offline (such as physical stores and shopping malls).

The global fashion and lifestyle market is projected to grow at a healthy rate through the forecast period (2020-2024). Improving purchasing capacity due to hike in personal disposable income, hike in number of smartphone users, greater preference of customers to purchase fashion accessories through online channels are some of the crucial factors driving the growth of the market. The market is also confronted by some challenges such as rapidly changing consumer preferences, high risk of inventory write off and vulnerability to technological disruptions.

Efforts by fashion retailers to provide a more personalized experience, generation Z evolving as a lucrative customer segment, innovations through technology, revamping offline shopping experiences, spike in Mergers and Acquisitions (M&A) transaction activity and emergence of athleisure are some of the latest trends existing in the market that have been captured in this report.

Fashion and Lifestyle Market : Global Analysis

Global Fashion and Lifestyle Market by Value



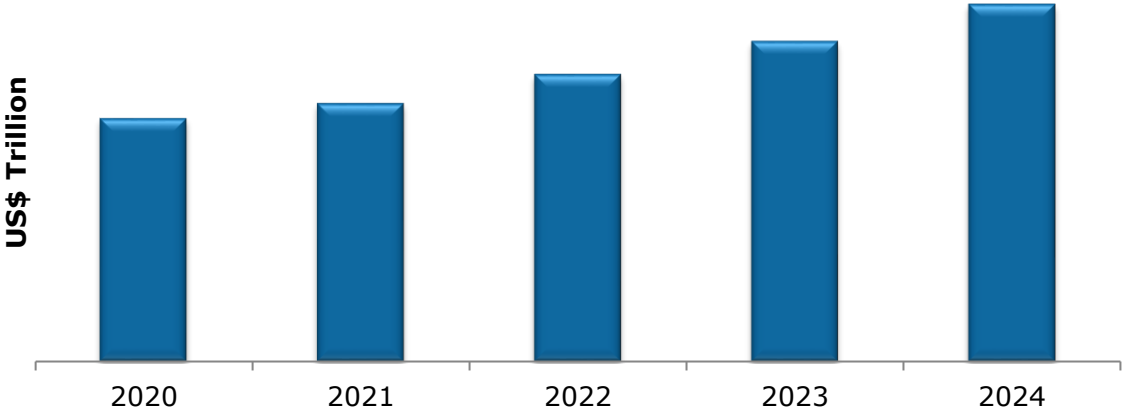
CAGRs

2020-2024

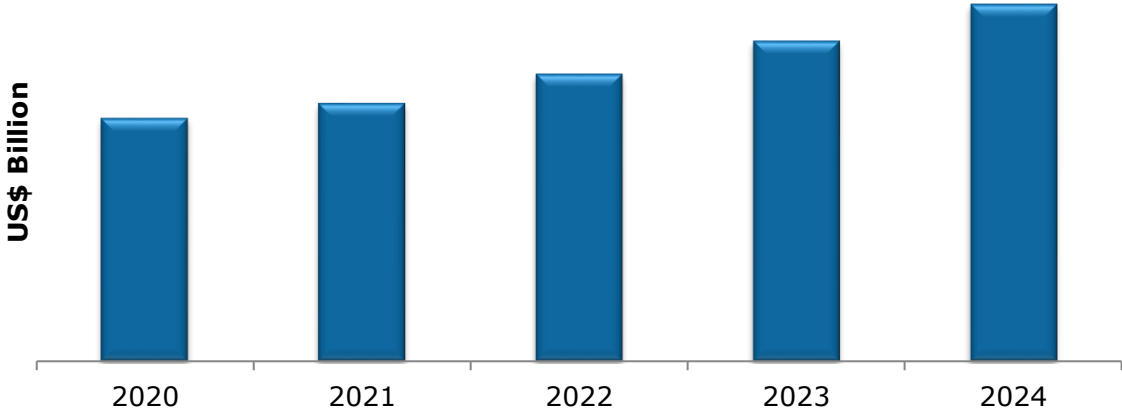
xx%

Fashion and Lifestyle Market: Product Analysis

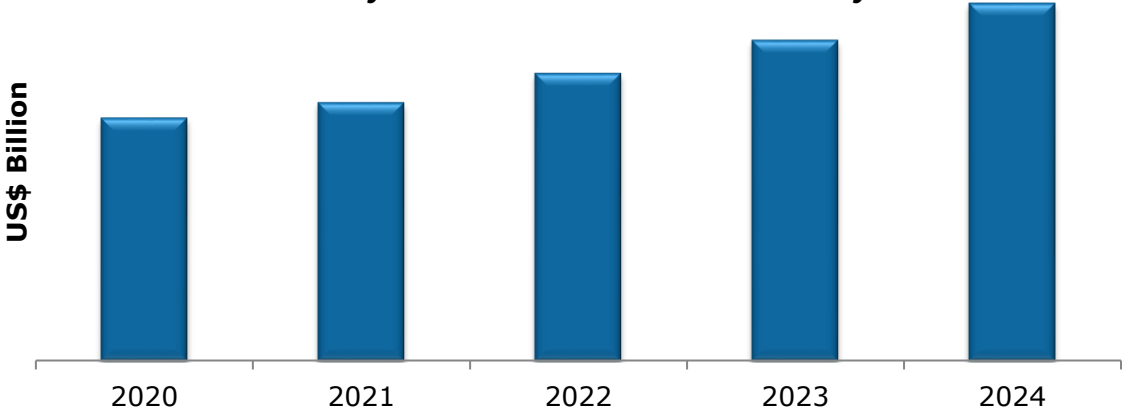
Fashion and Lifestyle Apparel Market by Value



Fashion and Lifestyle Beauty Market by Value



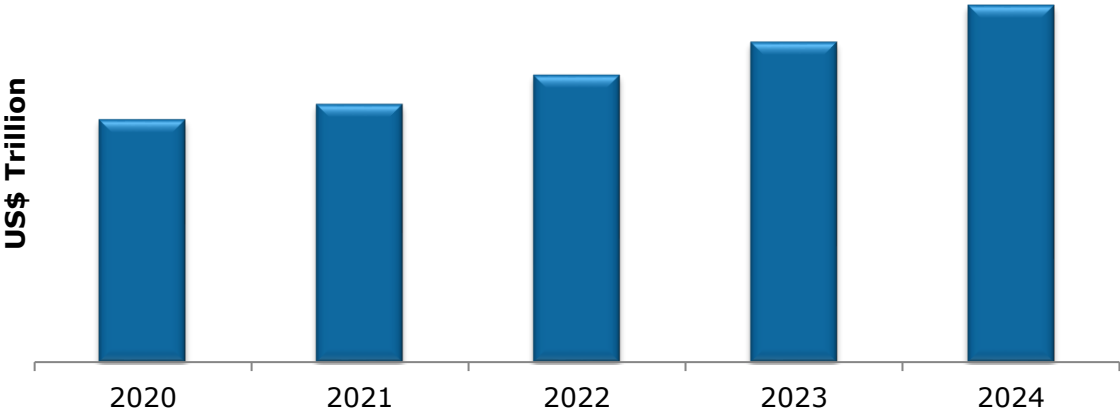
Fashion and Lifestyle Accessories Market by Value



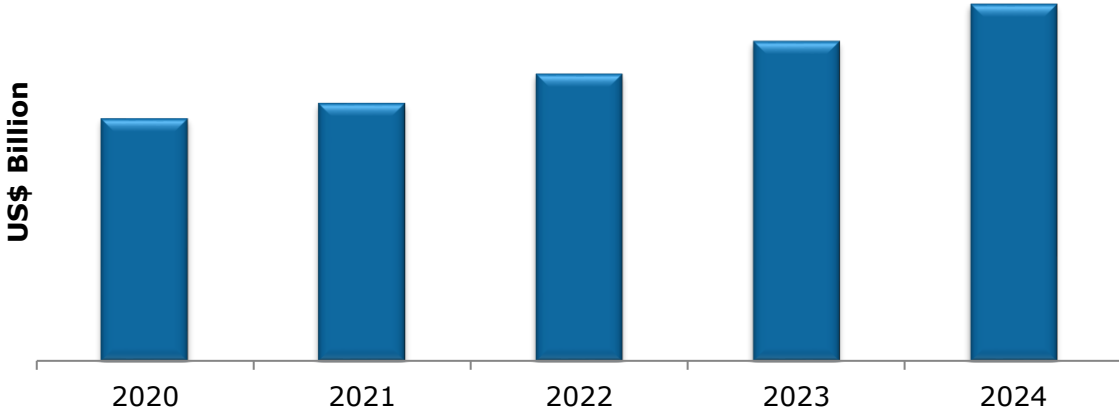
Product	CAGR
	2020-2024
Fashion and Lifestyle Apparel	xx%
Fashion and Lifestyle Beauty	xx%
Fashion and Lifestyle Accessories	xx%

Fashion and Lifestyle Market: Distribution Channel Analysis

Global Offline Fashion and Lifestyle Market by Value



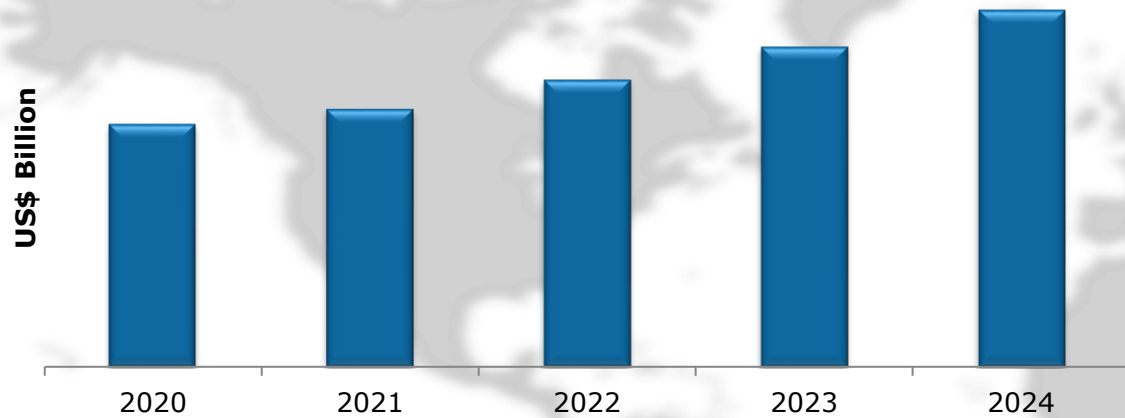
Global Online Fashion and Lifestyle Market by Value



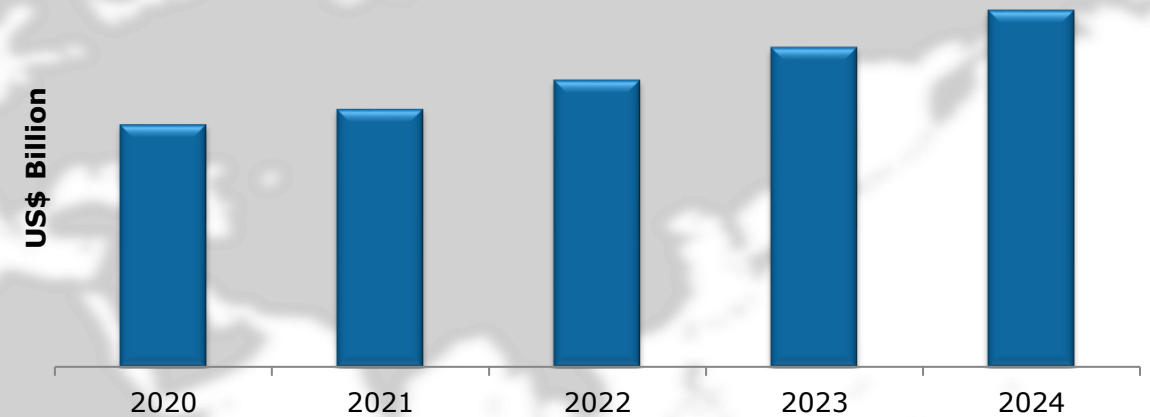
Distribution Channel	CAGR
	2020-2024
Online	xx%
Offline	xx%

Fashion and Lifestyle Market: Regional Analysis

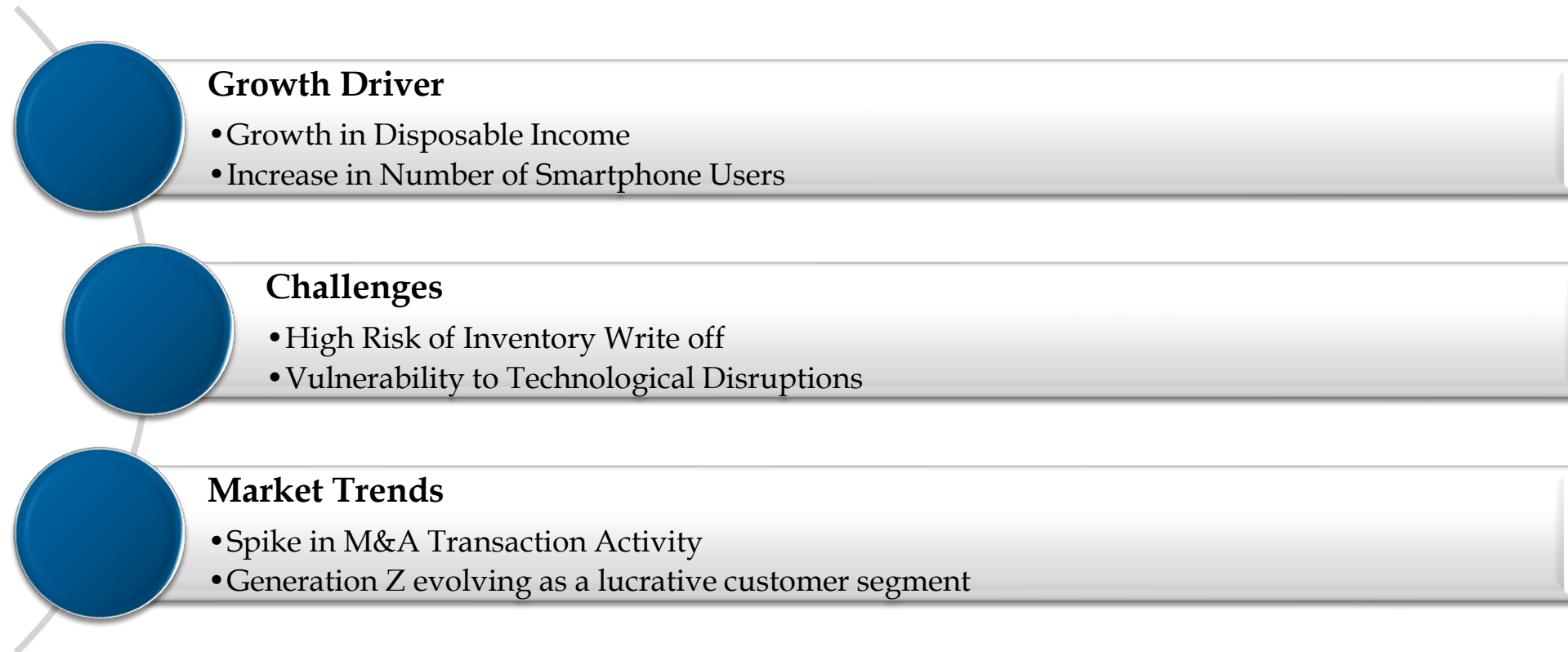
China Fashion and Lifestyle Apparel Market by Value



China Fashion and Lifestyle Cosmetics Market by Value



Fashion and Lifestyle Market: Dynamics



Fashion and Lifestyle Market: Competitive Landscape

Players Profiled

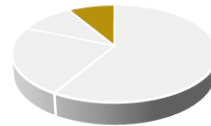
- Global Fashion Group (GFG)



- Amazon.com, Inc.



- ASOS Plc



- Zalando SE



Note: The above shown graphs are only for pictorial representation.