

Global Fast Fashion Market with Focus on The United States: Size, Trends & Forecast (2016-2020)

June 2016



Global Fast Fashion Market with Focus on The United States Report

Scope of the Report

The report titled "Global Fast Fashion Market with Focus on The United States: Size, Trends & Forecasts (2016-2020)", provides an in-depth analysis of the global fast fashion market by value and by volume. The report provides a regional analysis of the fast fashion market of the United States. The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global fast fashion market has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The competition in the global Fast Fashion market is dominated by the four big players, Zara, H&M, Gap, Inc. and Uniqlo. Further, key players of the fast fashion market Zara, H&M, Uniqlo and Gap, Inc. are also profiled with their financial information and respective business strategies.

Country Coverage

US

Company Coverage

Zara (Inditex Group)

H&M

Gap, Inc.

Fast Retailing Co. Ltd. (Uniqlo)

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Executive Summary

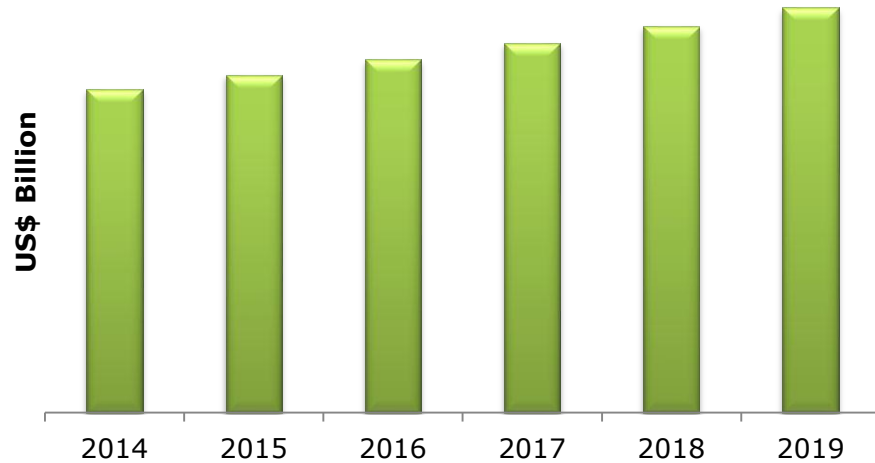
The apparel industry encompasses the clothing, the footwear, the jewellery and the accessories, and addresses the need of all gender types, the men, women and children. The each product type can further be classified based on the variations in a product per se. The apparel industry can be segmented on the basis of fast fashion and traditional fashion.

Fast fashion is the delivering of latest runway trends but at a minimal pricing and low maintenance cost; thus having a mass appeal. In other words fast fashion refers to the ability to capture the latest fashion trends and bring them to public as quickly as fast food. The fast fashion has risen from 'out-of-the-box' thinking that departs from convention, which includes a shift from planned production to quick response production, shift from local business to global business, a shift from following trends to leading trends, and a shift from media centric marketing to spatial marketing. The major advantages of fast fashion are short production time, more styles and lower quantities. The disadvantages of fast fashion are imitation of original products and false price notion.

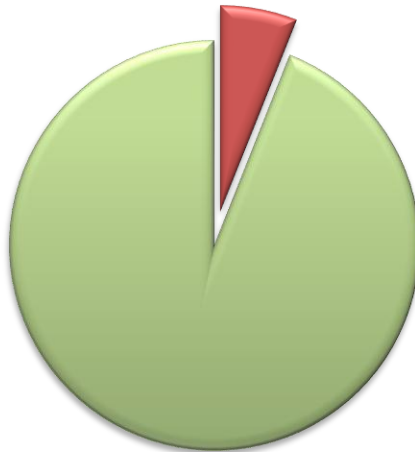
The global fast fashion market has increased at a significant CAGR during the years 2005-2015 and projections are made that the market would rise in the next four years i.e. 2016-2020 tremendously. The fast fashion market is expected to increase due to growth in media development, increase in expenditure on fast fashion, growing youth population and growth of emerging economies. Yet the market faces some challenges such as, decline in spending on apparel, inventory management, perishable and volatile demand.

Global Apparel Market Overview

Global Apparel Market by Value; 2014-2019 (US\$ Billion)



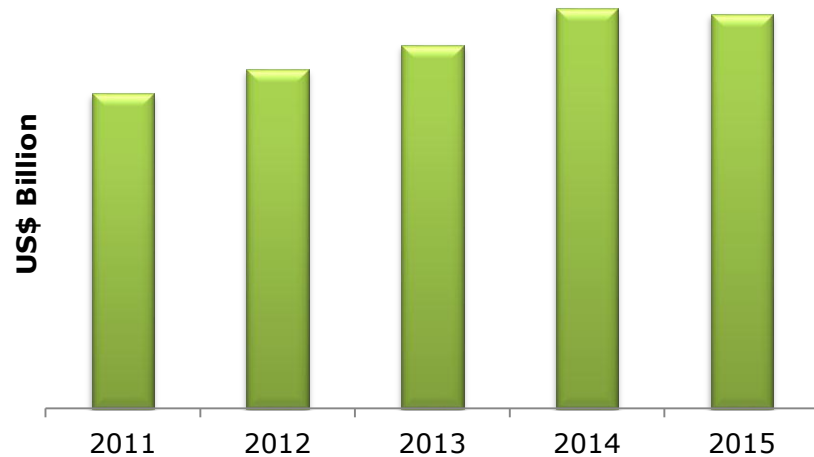
Global Fast Fashion Market Share in Apparel; 2015



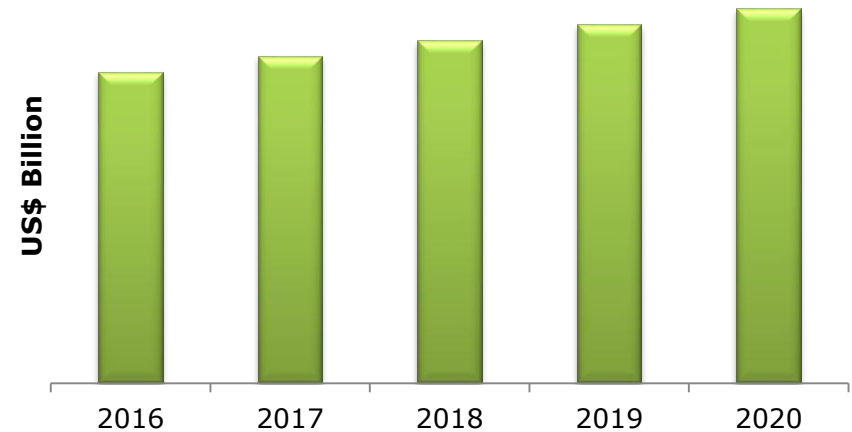
The global apparel market is estimated to reach US\$.... billion in 2019, up by ...% as compared to 2014. This market is forecasted to reach US\$.....billion in 2019, at a CAGR of%. The fast fashion brands form...% of global apparel market. There are two segments in global apparel market, that are fast fashion and traditional. The larger segments is with ...% of share in global apparel market in 2014.

Global Fast Fashion Market Overview

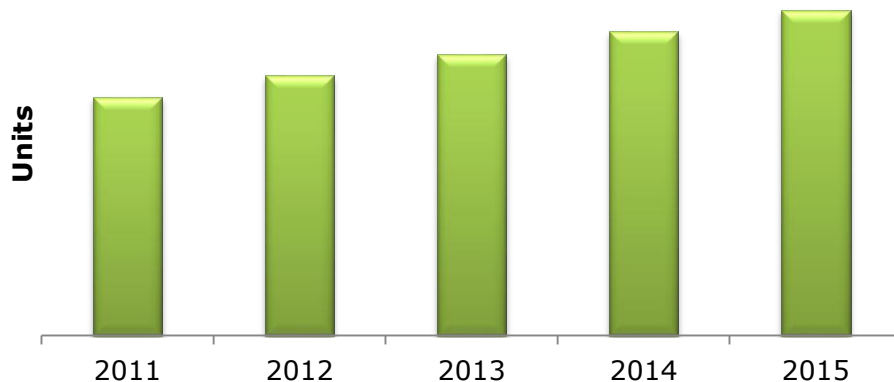
Global Fast Fashion Market by Value ;
2011-2015 (US\$ Billion)



Global Fast Fashion Market by Value;
2016-2020 (US\$ Billion)



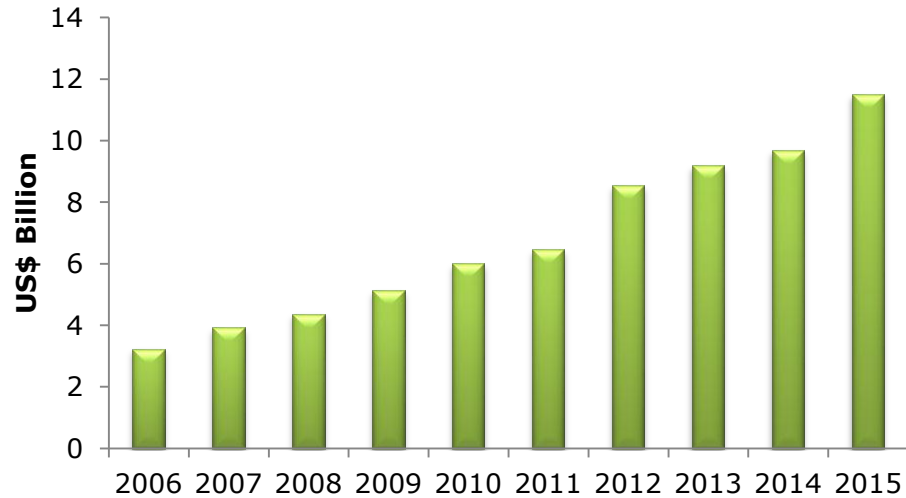
Global Fast Fashion Market by Store Count;
2011-2015



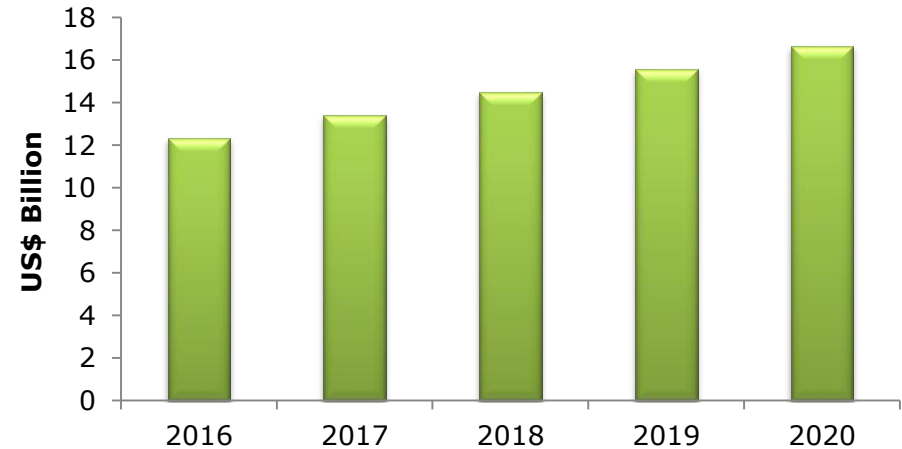
The fast fashion market is valued at US\$....billion in 2015 and is forecasted to increase to US\$....billion in 2020. This increase is expected due to increasing..... The fast fashion market by store count is...units in 2015. The global fast fashion market is estimated to reach US\$... Billion in 2020 at a CAGR of ...% over the years 2016-2020.

US Fast Fashion Market: Regional Overview

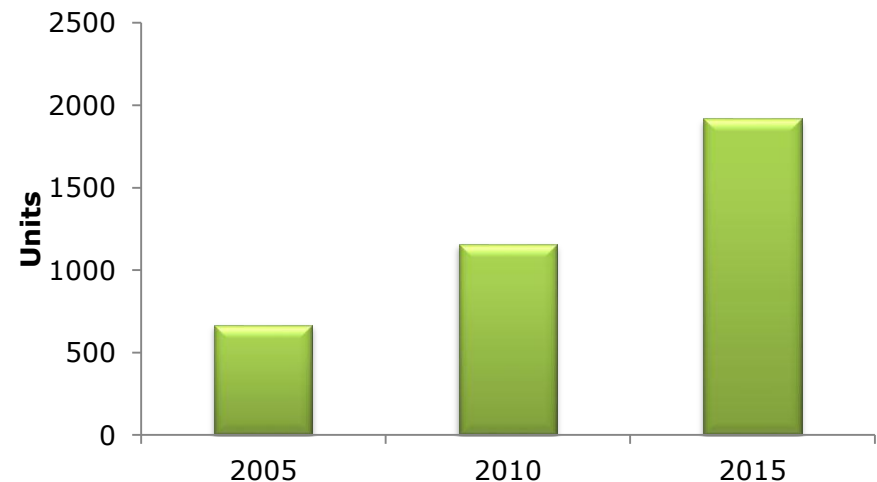
US Fast Fashion Market by Value ; 2006-2015 (US\$ Billion)



US Fast Fashion Market by Value ; 2016-2020E (US\$ Billion)



US Fast Fashion Market by Store Count ; 2005-2015



The US fast fashion market is valued at US\$....billion in 2015, up by....% as compared to 2006. This increase is there due to..... US fast fashion market is forecasted to increase to US\$.....billion in 2020, at a CAGR of ...%. The US fast fashion store count has risen to.....units in 2015.