

Apparel Logistics Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The apparel logistics market is expected to record a CAGR of 6% during the forecast period. Rapid replenishment cycles of the apparel industry are the main factor driving the market's growth. From retailers to manufacturers, apparel supply chains compete strongly to provide the latest trends and the best customer experience. Meanwhile, changing consumer expectations and fulfillment models pressure apparel businesses.

The COVID-19 pandemic caused lockdowns, line limitations, and breakdown of transportation organizations across regions. With the rapidly increasing cases, the overall apparel logistics market is being influenced from multiple points of view. The accessibility of the labor force is disturbing the inventory network of the apparel logistics market, as the lockdowns and the spread of the infection are forcing individuals to remain indoors.

Many leading fashion retailers have embraced the concept of performing multi-channel distribution within a single facility with a single information system, achieving dramatic improvements in labor productivity and inventory optimization. The apparel marketplace is evolving and reinventing itself regularly. New sales channels are being developed, requiring companies to continuously evaluate and remodel their logistics and transportation networks.

The global apparel industry is extremely dynamic due to the ever-changing fashion trends. Due to the intense competition, apparel companies are implementing new technologies, such as data analytics and AI. The apparel industry has massive outsourcing operations that provide logistics players with considerable opportunities in domestic and international operations, making it a highly competitive industry. Any disruption in the supply chain leads to a huge loss for apparel companies. Thus, to have a minimal impact on their supply chain, apparel companies usually prefer outsourcing their operations to logistics players.

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Apparel Logistics Market Trends

Growing Online Apparel Sales and Changing Consumer Behavior

In June 2021, the fast-fashion e-commerce site, shein.com, was the most visited in the fashion and apparel category worldwide, accounting for 3.29% of desktop traffic. The e-commerce portal of the Swedish clothing retailer HM ranked second, with 1.75% visits. In 2020 and 2021, online apparel retail sites experienced a sales increase due to their digital market presence. This effect has fuelled changes in the approach of the market players, which may be expected to continue in the coming years, with more emphasis on the growth of e-commerce, mobile shopping, and meeting ever-rising expectations of personalization among customers.

Based on the yearly percentage growth in terms of website traffic, shein.com emerged as the leading fast-fashion retailer website in the United States in Q4 2020. While consumers frequently visit websites to compare prices and products, global online platforms plan to expand their fashion brand partnerships and develop additional engagement methods to stay competitive in the digital shopping space. To handle the growing online orders, third-party logistics companies are absorbing millions of sq. ft of space and letting it out to consumer goods, e-commerce, manufacturing, and apparel companies.

Growing Apparel Market Boosting the Growth of Apparel Logistics

Revenue generated by the apparel market steadily increased through the study period. In 2020, the market revenue was approximately USD 1.46 trillion. Consumer technology brands have long targeted online shoppers in Australia, Japan, and South Korea. However, brands in the apparel and beauty sectors are also targeting other regions. Hence, brands may continue focusing on localization and catering to millennial customers who are the key buyers of these products.

The Y-o-Y growth rate for apparel and footwear experienced severe losses in 2020. Against the backdrop of the COVID-19 pandemic, growth declined by a total of over 10%. Sporting goods and mass/club retail grew in 2020. Global sports apparel and footwear brands like Nike and Adidas are ditching other regions and increasing their production in emerging Southeast Asian countries like Vietnam, offering a positive outlook for transportation companies and other third-party logistics service providers.

Apparel Logistics Market Competitor Analysis

The apparel logistics market is fragmented with the presence of large global players and small- and medium-sized local players. Some of the key players occupy most of the market share. Most global logistics players have a retail and apparel logistics division to meet the market needs and demand. Additionally, local players are increasingly enhancing their capabilities in terms of fleet size, service offerings, products handled, and technology. The surging e-commerce sales are creating opportunities and challenges for logistics companies in terms of speed, delivery, etc. Global companies with high capital and assets can invest in advanced storage spaces and fulfillment centers and benefit from this scenario. On the other hand, regional and local players are coming up with better sector solutions to support the needs of the production companies and retailers.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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