

Online Clothing Rental Market By Clothing Style (Ethnic, Western, Others), By End User (Women, Men, Kids), By Business Model (Subscription based, Standalone, Peer to Peer): Global Opportunity Analysis and Industry Forecast, 2023-2032

Market Report | 2023-12-01 | 400 pages | Allied Market Research

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Report description:

ThisThe global online clothing rental market size was valued at \$1,102.3 million in 2022 and is estimated to reach \$ 2,639.7 million by 2032, growing at a CAGR of 9.2% from 2023 to 2032.

Online clothing rental includes services through which individuals can rent items of clothing for a specific period of time. These services benefit individuals participating in events such as wedding parties, cultural events, theme parties, corporate parties, costume parties, filmmaking, or photo-shoots. Individuals, who are fashion-conscious but lack the financial resources to purchase clothing of their choice, make use of online clothing rental services. Moreover, online clothing rental services are useful for individuals going through temporary changes in their body structure such as pregnant women. Rental services provide a cost-effective option for all genders, which drive the demand for online rented clothes across the globe.

Online clothing rental platforms have immensely contributed to the revenue of the overall online clothing market, by increasing the availability of clothing items with convenience. In addition, online clothing rental platforms are used by people who need clothes for special occasions but prefer not to purchase new clothing every time. From a consumer point of view, clothing rental service providers offer value for money and access to a wide variety of products. They provide access to these apparel without ownership, which is an upcoming trend among millennial consumers who prefer economical alternatives.

Advancements in technology have increased the penetration of the internet as well as the higher utilization of smartphones that has led to the better communication between users and owners through online platforms.

The online clothing rental market exhibits robust growth in North America especially in the U.S., due to the presence of major online clothing rental companies, better opportunities for start-ups in the region, and deeper market penetration. Countries in the Asia-Pacific region such as India and China are witnessing market penetration due to increase in market knowledge and rise in popularity of online clothing rental start-ups.

According to the online clothing rental market analysis, the market is segmented based on clothing style, end user, business

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model, and region. On the basis of clothing style, the market is segmented into ethnic, western, and others. On the basis of end user, the market is categorized into women, men, and kids. On the basis of business model, it is segregated into subscription based, standalone, and peer to peer. On the basis of region, the market is analyzed across North America (U.S., Canada, and Mexico), Europe (Germany, France, the UK, Italy, Spain, and the rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Australia, and the rest of Asia-Pacific), and LAMEA (Brazil, Argentina, South Africa, Saudi Arabia, and the rest of LAMEA). Glam Corner Pty Ltd., Le Tote, Inc., Gwynnie Bee, Dress & Go, Rent the Runway, Inc., Front Row, Nuuly, FLYROBE, By Rotation Limited, and MyWardrobeHQ Ltd. are the major companies profiled in the online clothing rental market report. These players are constantly engaged in various developmental strategies such as partnerships, mergers, acquisitions, and new product launches to gain a competitive edge and exploit the prevailing online clothing rental market opportunities.

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the online clothing rental market analysis from 2022 to 2032 to identify the prevailing online clothing rental market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the online clothing rental market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global online clothing rental market trends, key players, market segments, application areas, and market growth strategies.

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- SWOT Analysis

Key Market Segments

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By Clothing Style

- Ethnic
- Western
- Others

By End User

- Women
- Men
- Kids

By Business Model

- Subscription based
- Standalone
- Peer to Peer

By Region

- North America
- U.S.
- Canada
- Mexico
- Europe
- Germany
- France
- UK
- Italy
- Spain
- Rest Of Eu
- Asia-Pacific
- China
- Japan
- India
- South Korea
- Australia
- Rest of Asia-Pacific
- LAMEA
- Brazil
- Argentina
- South Africa
- Saudi Arabia
- Rest of LAMEA
- Key Market Players
- Gwynnie Bee
- FLYROBE
- By Rotation Limited
- MyWardrobeHQ Ltd
- Glam Corner Pty Ltd
- Front Row
- Rent the Runway, Inc.
- Le Tote, Inc.
- Dress & Go

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Table of Contents:

CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key market segments
- 1.3. Key benefits to the stakeholders
- 1.4. Research methodology
 - 1.4.1. Primary research
 - 1.4.2. Secondary research
 - 1.4.3. Analyst tools and models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

CHAPTER 3: MARKET OVERVIEW

- 3.1. Market definition and scope
- 3.2. Key findings
 - 3.2.1. Top impacting factors
 - 3.2.2. Top investment pockets
- 3.3. Porter's five forces analysis
 - 3.3.1. Moderate threat of new entrants
 - 3.3.2. Low threat of substitutes
 - 3.3.3. Moderate bargaining power of buyers
 - 3.3.4. High bargaining power of suppliers
 - 3.3.5. Moderate intensity of rivalry
- 3.4. Market dynamics
 - 3.4.1. Drivers
 - 3.4.1.1. Improvement in technology and increased market penetration
 - 3.4.1.2. Convenient and value for money
 - 3.4.1.3. Evolution of shared services amongst generation Y and Z
 - 3.4.2. Restraints
 - 3.4.2.1. Condition, value of clothes and fraudulent customers
 - 3.4.3. Opportunities
 - 3.4.3.1. Rapid growth in internet penetration in China and India & increased market share of clothes for women
- 3.5. Top Impacting Factors
- 3.6. Parent Market Analysis

CHAPTER 4: ONLINE CLOTHING RENTAL MARKET, BY CLOTHING STYLE

- 4.1. Overview
 - 4.1.1. Market size and forecast
- 4.2. Ethnic
 - 4.2.1. Key market trends, growth factors and opportunities
 - 4.2.2. Market size and forecast, by region
 - 4.2.3. Market share analysis by country
- 4.3. Western
 - 4.3.1. Key market trends, growth factors and opportunities
 - 4.3.2. Market size and forecast, by region
 - 4.3.3. Market share analysis by country
- 4.4. Others

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4.4.1. Key market trends, growth factors and opportunities

4.4.2. Market size and forecast, by region

4.4.3. Market share analysis by country

CHAPTER 5: ONLINE CLOTHING RENTAL MARKET, BY END USER

5.1. Overview

5.1.1. Market size and forecast

5.2. Women

5.2.1. Key market trends, growth factors and opportunities

5.2.2. Market size and forecast, by region

5.2.3. Market share analysis by country

5.3. Men

5.3.1. Key market trends, growth factors and opportunities

5.3.2. Market size and forecast, by region

5.3.3. Market share analysis by country

5.4. Kids

5.4.1. Key market trends, growth factors and opportunities

5.4.2. Market size and forecast, by region

5.4.3. Market share analysis by country

CHAPTER 6: ONLINE CLOTHING RENTAL MARKET, BY BUSINESS MODEL

6.1. Overview

6.1.1. Market size and forecast

6.2. Subscription based

6.2.1. Key market trends, growth factors and opportunities

6.2.2. Market size and forecast, by region

6.2.3. Market share analysis by country

6.3. Standalone

6.3.1. Key market trends, growth factors and opportunities

6.3.2. Market size and forecast, by region

6.3.3. Market share analysis by country

6.4. Peer to Peer

6.4.1. Key market trends, growth factors and opportunities

6.4.2. Market size and forecast, by region

6.4.3. Market share analysis by country

CHAPTER 7: ONLINE CLOTHING RENTAL MARKET, BY REGION

7.1. Overview

7.1.1. Market size and forecast By Region

7.2. North America

7.2.1. Key market trends, growth factors and opportunities

7.2.2. Market size and forecast, by Clothing Style

7.2.3. Market size and forecast, by End User

7.2.4. Market size and forecast, by Business Model

7.2.5. Market size and forecast, by country

7.2.5.1. U.S.

7.2.5.1.1. Market size and forecast, by Clothing Style

7.2.5.1.2. Market size and forecast, by End User

7.2.5.1.3. Market size and forecast, by Business Model

7.2.5.2. Canada

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- 7.2.5.2.1. Market size and forecast, by Clothing Style
- 7.2.5.2.2. Market size and forecast, by End User
- 7.2.5.2.3. Market size and forecast, by Business Model
- 7.2.5.3. Mexico
 - 7.2.5.3.1. Market size and forecast, by Clothing Style
 - 7.2.5.3.2. Market size and forecast, by End User
 - 7.2.5.3.3. Market size and forecast, by Business Model
- 7.3. Europe
 - 7.3.1. Key market trends, growth factors and opportunities
 - 7.3.2. Market size and forecast, by Clothing Style
 - 7.3.3. Market size and forecast, by End User
 - 7.3.4. Market size and forecast, by Business Model
 - 7.3.5. Market size and forecast, by country
 - 7.3.5.1. Germany
 - 7.3.5.1.1. Market size and forecast, by Clothing Style
 - 7.3.5.1.2. Market size and forecast, by End User
 - 7.3.5.1.3. Market size and forecast, by Business Model
 - 7.3.5.2. France
 - 7.3.5.2.1. Market size and forecast, by Clothing Style
 - 7.3.5.2.2. Market size and forecast, by End User
 - 7.3.5.2.3. Market size and forecast, by Business Model
 - 7.3.5.3. UK
 - 7.3.5.3.1. Market size and forecast, by Clothing Style
 - 7.3.5.3.2. Market size and forecast, by End User
 - 7.3.5.3.3. Market size and forecast, by Business Model
 - 7.3.5.4. Italy
 - 7.3.5.4.1. Market size and forecast, by Clothing Style
 - 7.3.5.4.2. Market size and forecast, by End User
 - 7.3.5.4.3. Market size and forecast, by Business Model
 - 7.3.5.5. Spain
 - 7.3.5.5.1. Market size and forecast, by Clothing Style
 - 7.3.5.5.2. Market size and forecast, by End User
 - 7.3.5.5.3. Market size and forecast, by Business Model
 - 7.3.5.6. Rest Of Eu
 - 7.3.5.6.1. Market size and forecast, by Clothing Style
 - 7.3.5.6.2. Market size and forecast, by End User
 - 7.3.5.6.3. Market size and forecast, by Business Model
- 7.4. Asia-Pacific
 - 7.4.1. Key market trends, growth factors and opportunities
 - 7.4.2. Market size and forecast, by Clothing Style
 - 7.4.3. Market size and forecast, by End User
 - 7.4.4. Market size and forecast, by Business Model
 - 7.4.5. Market size and forecast, by country
 - 7.4.5.1. China
 - 7.4.5.1.1. Market size and forecast, by Clothing Style
 - 7.4.5.1.2. Market size and forecast, by End User
 - 7.4.5.1.3. Market size and forecast, by Business Model

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- 7.4.5.2. Japan
 - 7.4.5.2.1. Market size and forecast, by Clothing Style
 - 7.4.5.2.2. Market size and forecast, by End User
 - 7.4.5.2.3. Market size and forecast, by Business Model
- 7.4.5.3. India
 - 7.4.5.3.1. Market size and forecast, by Clothing Style
 - 7.4.5.3.2. Market size and forecast, by End User
 - 7.4.5.3.3. Market size and forecast, by Business Model
- 7.4.5.4. South Korea
 - 7.4.5.4.1. Market size and forecast, by Clothing Style
 - 7.4.5.4.2. Market size and forecast, by End User
 - 7.4.5.4.3. Market size and forecast, by Business Model
- 7.4.5.5. Australia
 - 7.4.5.5.1. Market size and forecast, by Clothing Style
 - 7.4.5.5.2. Market size and forecast, by End User
 - 7.4.5.5.3. Market size and forecast, by Business Model
- 7.4.5.6. Rest of Asia-Pacific
 - 7.4.5.6.1. Market size and forecast, by Clothing Style
 - 7.4.5.6.2. Market size and forecast, by End User
 - 7.4.5.6.3. Market size and forecast, by Business Model
- 7.5. LAMEA
 - 7.5.1. Key market trends, growth factors and opportunities
 - 7.5.2. Market size and forecast, by Clothing Style
 - 7.5.3. Market size and forecast, by End User
 - 7.5.4. Market size and forecast, by Business Model
 - 7.5.5. Market size and forecast, by country
 - 7.5.5.1. Brazil
 - 7.5.5.1.1. Market size and forecast, by Clothing Style
 - 7.5.5.1.2. Market size and forecast, by End User
 - 7.5.5.1.3. Market size and forecast, by Business Model
 - 7.5.5.2. Argentina
 - 7.5.5.2.1. Market size and forecast, by Clothing Style
 - 7.5.5.2.2. Market size and forecast, by End User
 - 7.5.5.2.3. Market size and forecast, by Business Model
 - 7.5.5.3. South Africa
 - 7.5.5.3.1. Market size and forecast, by Clothing Style
 - 7.5.5.3.2. Market size and forecast, by End User
 - 7.5.5.3.3. Market size and forecast, by Business Model
 - 7.5.5.4. Saudi Arabia
 - 7.5.5.4.1. Market size and forecast, by Clothing Style
 - 7.5.5.4.2. Market size and forecast, by End User
 - 7.5.5.4.3. Market size and forecast, by Business Model
 - 7.5.5.5. Rest of LAMEA
 - 7.5.5.5.1. Market size and forecast, by Clothing Style
 - 7.5.5.5.2. Market size and forecast, by End User
 - 7.5.5.5.3. Market size and forecast, by Business Model
- CHAPTER 8: COMPETITIVE LANDSCAPE

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- 8.1. Introduction
- 8.2. Top winning strategies
- 8.3. Product mapping of top 10 player
- 8.4. Competitive dashboard
- 8.5. Competitive heatmap
- 8.6. Top player positioning, 2022
- CHAPTER 9: COMPANY PROFILES
- 9.1. Dress & Go
 - 9.1.1. Company overview
 - 9.1.2. Key executives
 - 9.1.3. Company snapshot
 - 9.1.4. Operating business segments
 - 9.1.5. Product portfolio
- 9.2. Glam Corner Pty Ltd
 - 9.2.1. Company overview
 - 9.2.2. Key executives
 - 9.2.3. Company snapshot
 - 9.2.4. Operating business segments
 - 9.2.5. Product portfolio
 - 9.2.6. Key strategic moves and developments
- 9.3. Gwynnie Bee
 - 9.3.1. Company overview
 - 9.3.2. Key executives
 - 9.3.3. Company snapshot
 - 9.3.4. Operating business segments
 - 9.3.5. Product portfolio
- 9.4. Le Tote, Inc.
 - 9.4.1. Company overview
 - 9.4.2. Key executives
 - 9.4.3. Company snapshot
 - 9.4.4. Operating business segments
 - 9.4.5. Product portfolio
- 9.5. Rent the Runway, Inc.
 - 9.5.1. Company overview
 - 9.5.2. Key executives
 - 9.5.3. Company snapshot
 - 9.5.4. Operating business segments
 - 9.5.5. Product portfolio
 - 9.5.6. Business performance
 - 9.5.7. Key strategic moves and developments
- 9.6. Front Row
 - 9.6.1. Company overview
 - 9.6.2. Key executives
 - 9.6.3. Company snapshot
 - 9.6.4. Operating business segments
 - 9.6.5. Product portfolio
 - 9.6.6. Key strategic moves and developments

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9.7. FLYROBE

9.7.1. Company overview

9.7.2. Key executives

9.7.3. Company snapshot

9.7.4. Operating business segments

9.7.5. Product portfolio

9.7.6. Key strategic moves and developments

9.8. Nuuly

9.8.1. Company overview

9.8.2. Key executives

9.8.3. Company snapshot

9.8.4. Operating business segments

9.8.5. Product portfolio

9.8.6. Business performance

9.9. By Rotation Limited

9.9.1. Company overview

9.9.2. Key executives

9.9.3. Company snapshot

9.9.4. Operating business segments

9.9.5. Product portfolio

9.10. MyWardrobeHQ Ltd

9.10.1. Company overview

9.10.2. Key executives

9.10.3. Company snapshot

9.10.4. Operating business segments

9.10.5. Product portfolio

9.10.6. Key strategic moves and developments

Online Clothing Rental Market By Clothing Style (Ethnic, Western, Others), By End User (Women, Men, Kids), By Business Model (Subscription based, Standalone, Peer to Peer): Global Opportunity Analysis and Industry Forecast, 2023-2032

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