



INDUSTRY TREND REPORT

# APPAREL

Alibaba.com – Feb 2021

# Top Buying Countries

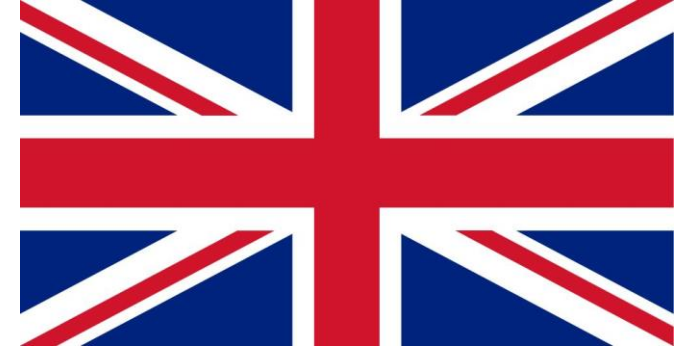
Data source: Alibaba.com | Date: 2021/01/02



USA



India



UK



Canada

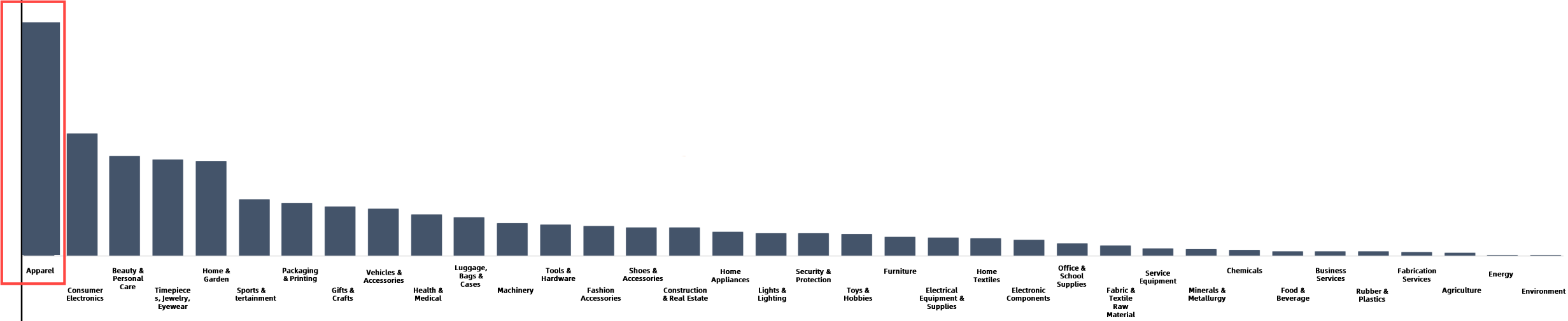


Philippines

# Prospect of Apparel Industry on Alibaba.com

New products launched in each industry

■ Number of new products



Data source: Alibaba.com | Date: 2020/08/31

## Key growth categories

Top 1 - Women's Clothing

Top 2 - Men's Clothing

Top 3 - Sportswear

Top 4 - Other Apparel

- ❖ Apparel secures the first place in term of new products launched
- ❖ **Women's clothing** and **Men's clothing** with active buyers daily 7710 and 5534 respectively remain on top of key growth categories. Used clothing in **Other Apparel** has the highest active buyer conversion rate of 5.83% opening up a new niche market to explore

# Industry Global Buying Trends

Data source: Alibaba.com | Date: 2021/01/02

**Polyester jacket**



**Cotton sweat suit**



**Lace lingerie**



## **Fabric Trend:**

Mostly polyester, some material mix: Cotton and Polyester, Nylon and lace, etc.

## **Feminine decoration:**

Button, Lace, Rivet, Rhinestone, Ruffles, Embroider, Hollow Out, etc.



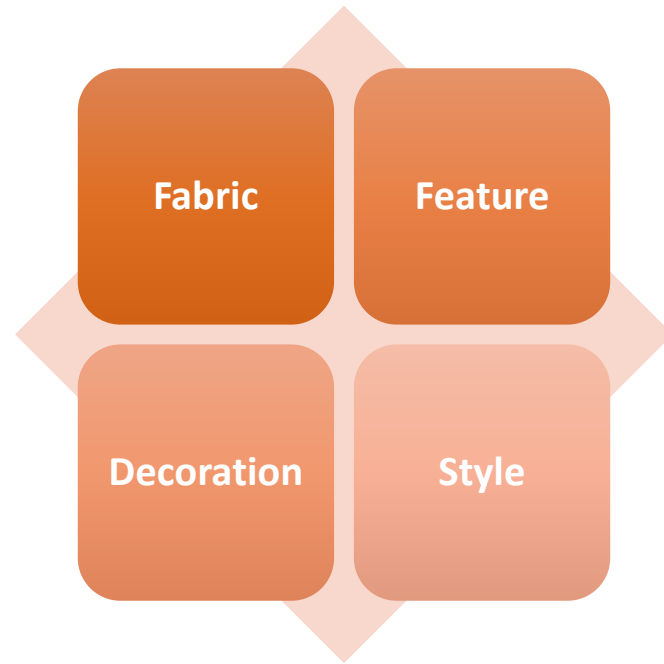
**Lace lingerie**



**Customized color sweat suit**



**Customized T-shirt**



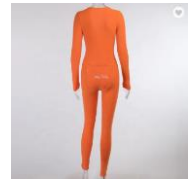
**Anti-wrinkle jacket**



**Windproof sport wear**



**Thermal sleep wear**



## **Multi - feature:**

Anti-wrinkle, Anti-pilling, Breathable, Plus Size, Sustainable, Windproof, thermal, quick dry, etc.

## **Casual Style:**

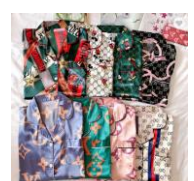
Simple, All season



**Casual sport wear**



**All season hoodie**



**Comfortable pajamas**





Coming up next:

# CONSTRUCTION

Alibaba.com Vietnam