

# RetailX Global Fashion Sector Report 2023

The RetailX Ecommerce Sector Report series offers a retail-focused overview of the state of commerce in a range of sectors, both globally and by country, blending data from ecommerce and trade associations with national and government data, our own research and other sources.

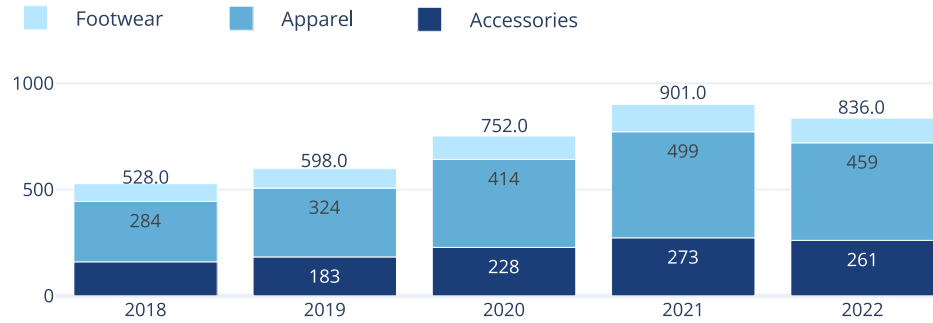
**64%**

of global fashion shopping still takes place offline

**61%**

of global fashion ecommerce takes place on mobile

Fashion ecommerce revenue (\$bn), 2018-2022



Source: Statista Digital Market Insights

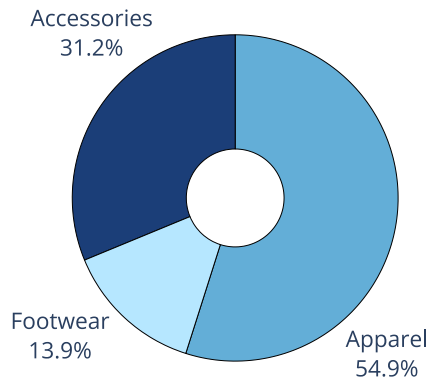
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The global online fashion sector turned over \$863bn in 2022, accounting for around a fifth of the world's ecommerce. Despite being down on 2021's peak of \$901bn, the sector is significantly ahead of its pre-pandemic level of \$590bn. The easing of cost-of-living pressures is set to drive growth in 2023

Download the full report: [internetretailing.net/report-hub/global-fashion-report-2023/](https://internetretailing.net/report-hub/global-fashion-report-2023/)



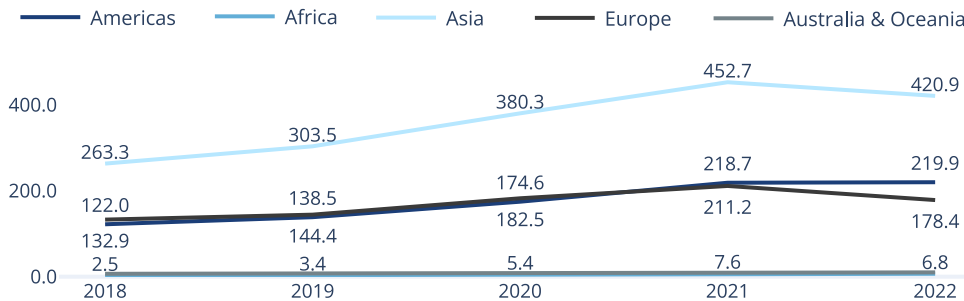
Share of fashion ecommerce revenue by category, 2022



Source: Statista Digital Market Insights

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Fashion ecommerce revenue by region (\$bn), 2018-2022



Source: Statista Digital Market Insights

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**41%**

of consumers shop fashion online weekly

**52%**

of consumers have purchased fashion through Instagram

**80%**

of consumers shop fashion online for convenience

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