



Euromonitor
International

Womenswear in Singapore

February 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sustainability and digital innovation drive market expansion

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INDUSTRY PERFORMANCE

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AI fitting technology reduces returns and boosts eco-friendly habits

Chart 2 - Clothly AI Try-On Enhancing User Experience and Reducing Returns

Expansion of circular fashion platforms supports demand for resale items

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Strategic partnerships with major brands validate circular retail channels

Concept stores redefine retail through curated immersive shopping experiences

Engaging campaigns and flexibility drive online retail expansion

PRODUCTS

The Curve Cult champions inclusive sizing and sustainable materials

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