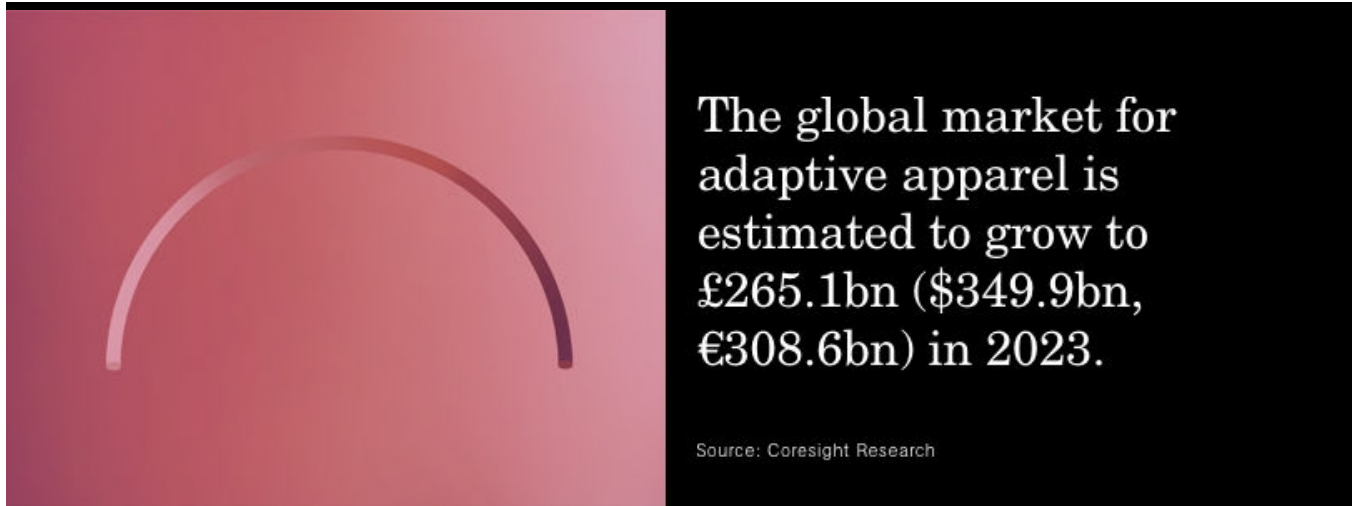


# STAT: ADAPTIVE APPAREL REPRESENTS UNTAPPED OPPORTUNITIES

By Livvy Houghton and Alex Hawkins

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Adaptive apparel, which encompasses clothing and footwear designed to meet the needs of consumers with disabilities or health conditions, is a growing but underserved global market. **Coresight Research** estimates this market will grow from £218.8bn (\$288.7bn, €254.7bn) in 2019 to £265.1bn (\$349.9bn, €308.6bn) by 2023.

More than 40 million US consumers have disabilities, according to the US Census Bureau, and many have specific clothing needs that have not been previously met. Despite the fact that more brands – from Nike to **Tommy Hilfiger** – are beginning to consider adaptive clothing needs, there remains a significant gap in the market for brands and retailers who offer more inclusive apparel, while considering how adaptive consumers prefer to be marketed and advertised to.

To this end, in a recent **Opinion**, we questioned whether the inclusivity movement in fashion and beauty has become too tokenistic.