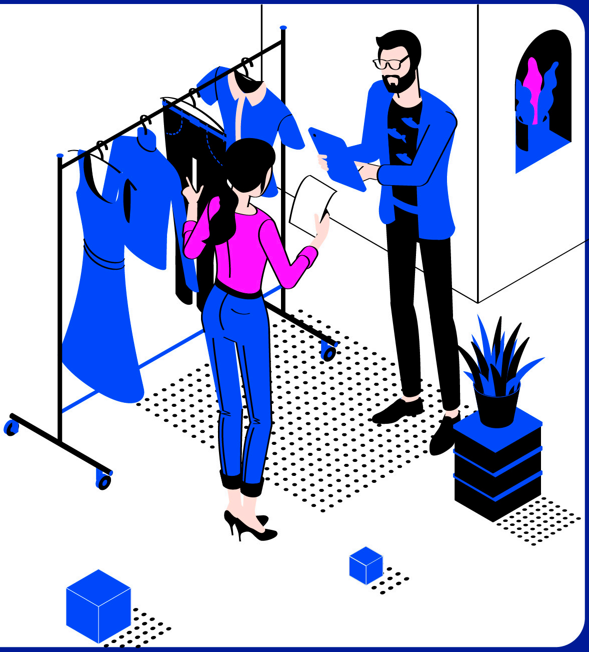
BlueCherry

Connected fashion supply chain trends

The opportunity advantage:
strategies for winning



Sales opportunities: in-store and online

1 Retail sales growth

5.3% ↑

5.3% Total retail sales increase, YoY 2023 vs. 2022

(Source: Retail Dive)

3% ↑

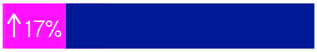
3% Clothing and accessories sales up

(Source: Retail Dive)

2 eCommerce Soars

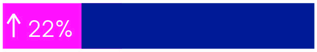
$1.3+ Trillion: U.S. 2023 e-commerce sales

$204 Billion



Apparel and Accessories

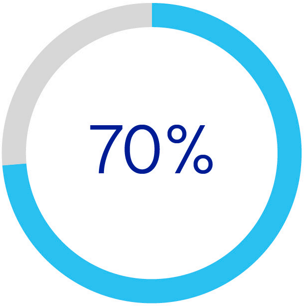
$93 Billion



Furniture and Appliances

(Source: Comscore)

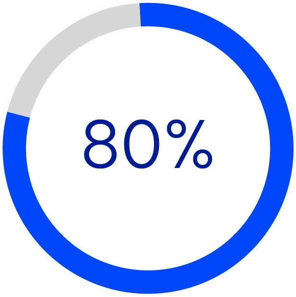
3 Digital transformation



70% executives who see supply chain digitalization as major 2024 growth opportunity

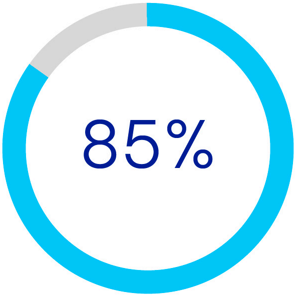
(Source: CGS 2024 Supply Chain Trends and Technology Report)

Challenges to confront



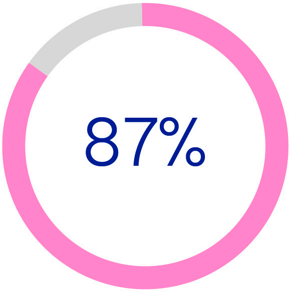
80% Retailers under “great pressure” to minimize out-of-stocks

(Source: Retail Pulse)



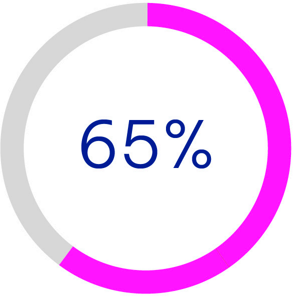
85% Challenged to maintain profit margins amid higher wages/benefits

(Source: Retail Pulse)



87% Price pressure a serious or moderate 2024 problem for retailers, brands/wholesalers, manufacturers and eCommerce businesses

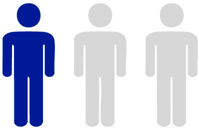
(Source: CGS 2024 Supply Chain Trends and Technology Report)



65% Supply chain disruptions a serious or moderate 2024 problem

(Source: CGS 2024 Supply Chain Trends and Technology Report)

1 in 3

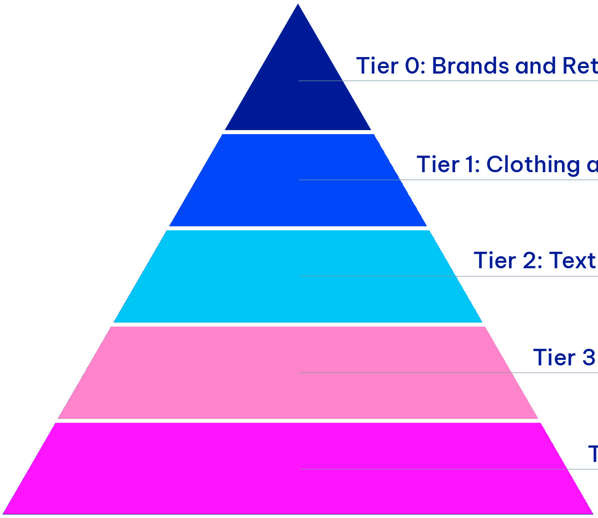


1 in 3 Retail planning executives feel unprepared for another large-scale supply chain shock

(Source: Vogue Business)

Steps to a connected supply chain

1 Transparency across fashion supply chain tiers



Tier 0: Brands and Retailers

Tier 1: Clothing and Accessories Factories

Tier 2: Textile Mills

Tier 3: Trim and Components

Tier 4: Farmers and Chemical Plants

(Source: Interline PLM Report)

2 Aligning product cost with price-minded consumers

308% ↑

Key word “bargain” up 308%

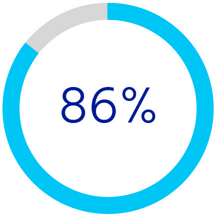
208% ↑

Key word “budget” up 208%

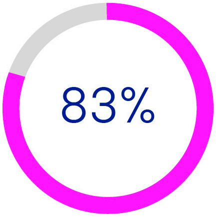
Increase in key word retail search engagement, 2021 to 2023

(Source: Comscore)

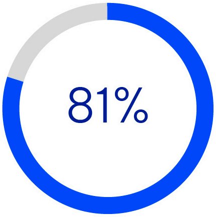
3 Prioritizing supply chain visibility



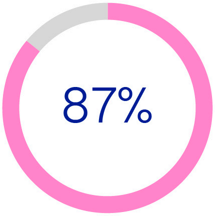
86% Retailers, brands/wholesalers, manufacturers and eCommerce businesses completing, undertaking or planning actions to improve supply chain visibility*



83% Acting on digital transformation*



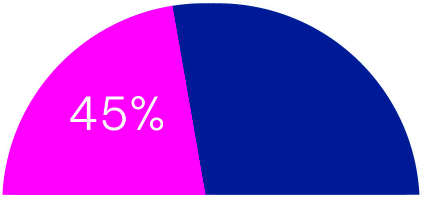
81% Top 3 tech priority: supply chain visibility/tracking*



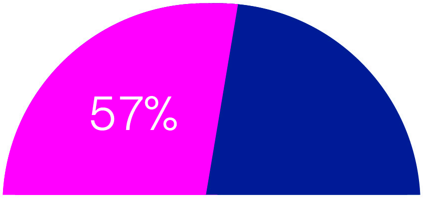
87% Retailers using or planning business intelligence/analytics to manage supply chain (Source: Retail Pulse)

*(Source: CGS 2024 Supply Chain Trends and Technology Report)

4 Investing in sustainability/ESG



Companies implementing new systems to enhance ESG (Source: Deloitte)



Have cross-functional ESG working groups (Source: Deloitte)

5 Teamwork

People + Process Improvement + Supply Chain Digital Transformation = Connecting the Dots, from Concept to Consumer!