Apparel & Accessories
Supply Chain Horizons 2025 Industry Fact Sheet

Supply chain in the apparel and accessories industry is a complex and dynamic network; and in recent years, it has faced significant challenges, including disruptions due to geopolitical tensions and shifting consumer demands. The Supply Chain Horizons Market Report 2025* found that despite these hurdles, the industry continues to evolve, driven by the need for greater efficiency, sustainability, and resilience.

Artificial intelligence (AI) and cloud-based solutions are playing pivotal roles in enhancing supply chain visibility, improving demand forecasting, and optimizing inventory management. Notably, the apparel industry has room to grow, with forecast accuracy and OTIF sitting at less than 60% respectively. However, opportunity abounds as supply chain leaders have optimizing operational performance and aligning business strategy to goals as key drivers for their supply chain digital transformations. The horizon is bright for the industry with GenAI/AI/ML implementation sitting at the top of leadership priorities over the next 3 years.

Supply Chain Challenges

38%
Supplier visibility and third-party collaboration

38%
Lack of accurate demand forecasting

38%
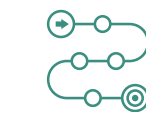Building a business case for supply chain technology

Key Performance Indicators

52%
Forecast accuracy

57%
Perfect orders/ on time in full

15%
Profitability

37
Net promoter score

63
Inventory turns (days)

Digital Transformation Drivers

Improve operational performance
62%

Improve talent retention
49%

Better align to business strategy/goals
40%

Most Cited Use Cases for GenAI

Risk management
40%

End-to-end visibility
35%

Scenario planning & transportation/logistics
30%

Priorities (Long Term)

Implement or increase use of GenAI/AI/ML
64%

Improving speed and agility
36%

Ensuring transparency
31%