JOOR

Industry Insights:

Top 5 Trends in Wholesale for 2025

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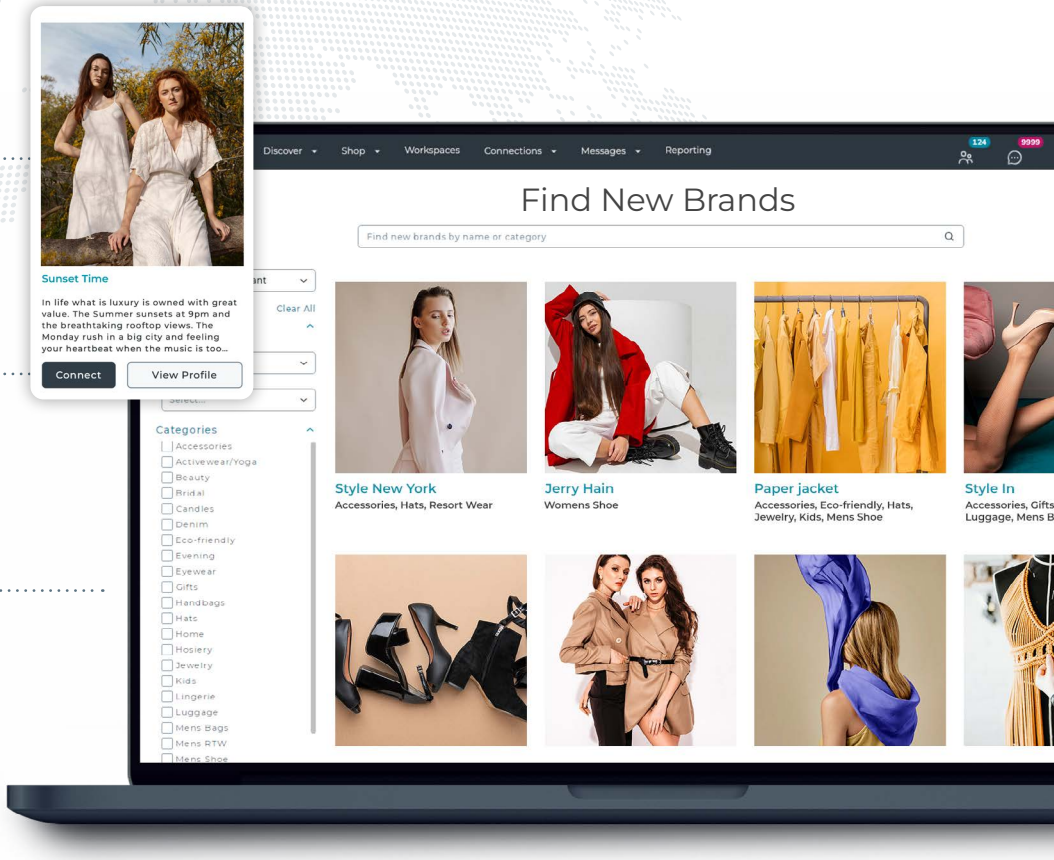
The wholesale industry is innovating with every passing year, thanks to technological advances and changing consumer needs. To grow your business in this ever-fluctuating landscape, brands and retailers must be open to reflecting on their efforts and evolving their approaches wherever possible. Staying agile and malleable in the face of industry challenges and trends is the key to success.

JOOR's impressive global network and vast trove of platform and client data give us a unique insight into the wholesale fashion business. As the industry's leading digital wholesale ecosystem, JOOR hosts over 14,000 brands and over 650,000 buyers across 150 countries and has facilitated over $100 billion in wholesale transactions since its inception. It's with this authority that we can confidently identify the industry shifts that will help shape wholesale in 2025.

14,000
brands

650,000
buyers

150
countries

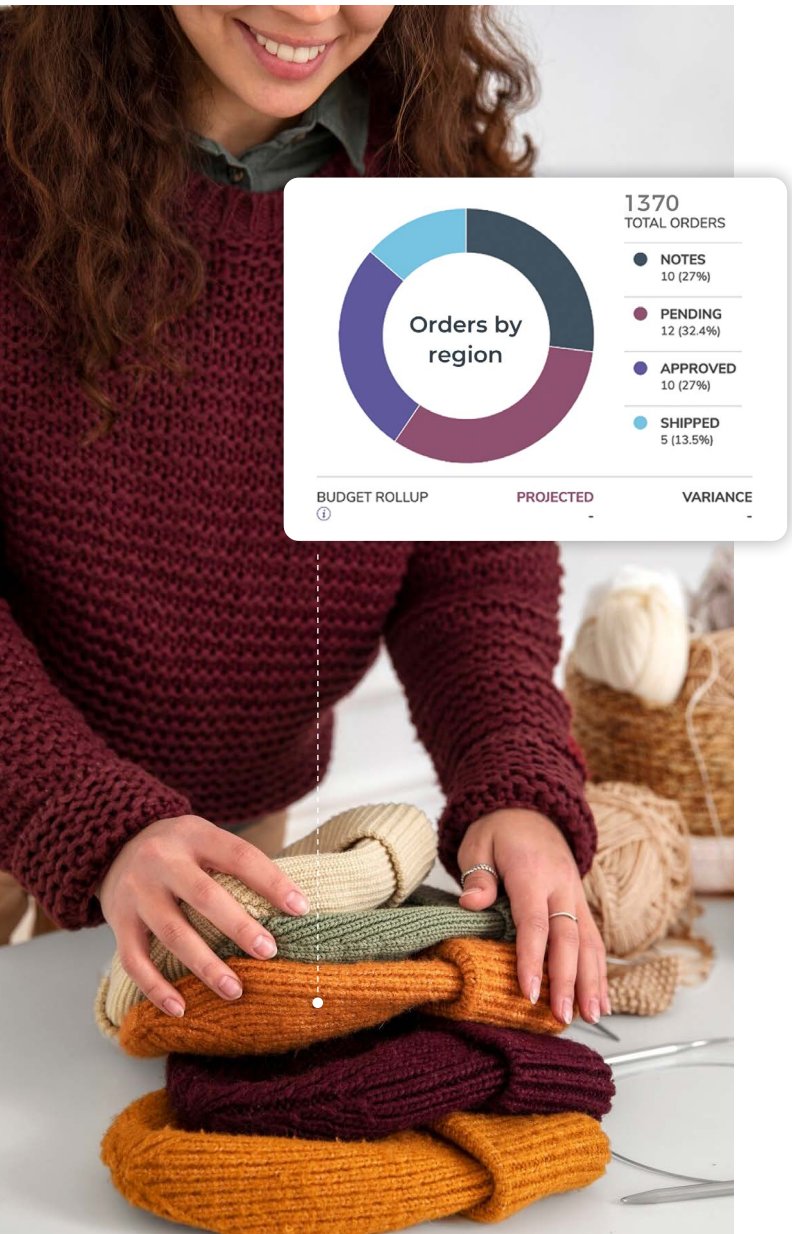


With our finger on the pulse of the macroeconomic environment, as well as buyer and brand behavior, we can forecast the ways in which wholesale may evolve next and use these market insights to help you future-proof your business. Here are the five key trends we predict will change the fashion wholesale landscape in 2025:

1 Independent Retailers Are on the Rise

A Significant Increase Year-on-Year

Independent boutiques are playing an increasingly significant role in driving growth across the global fashion sector. Over the past five years, the percentage of total wholesale transaction volume on JOOR attributed to independent retailers has increased significantly from 47% to 59%. The channel plays an even more critical role in EMEA and APAC, where the percentages are 74% and 76% respectively. This growth can be attributed to a combination of factors, including independent retailers' keen understanding of their customers, willingness to test new products, and openness to negotiations with brands that create a mutually beneficial partnership.

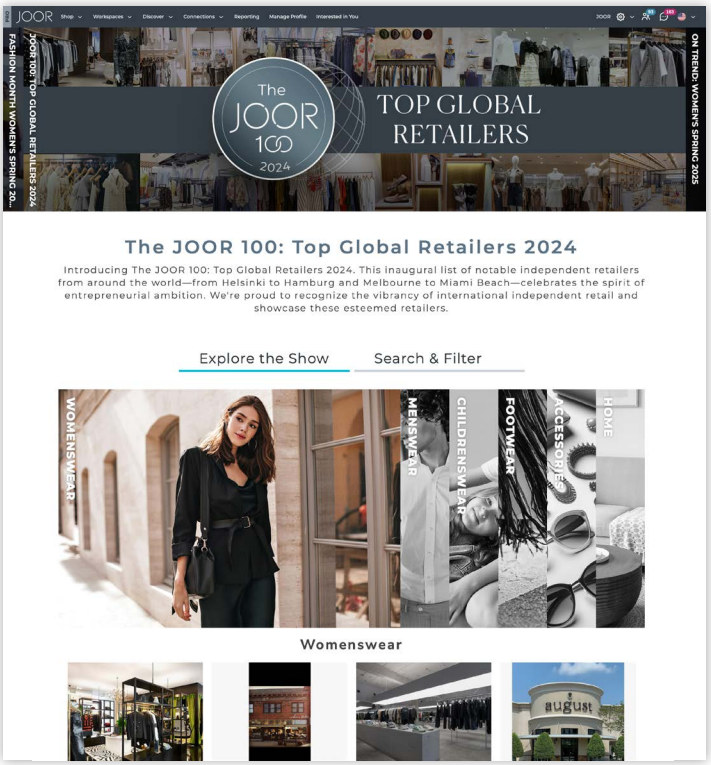


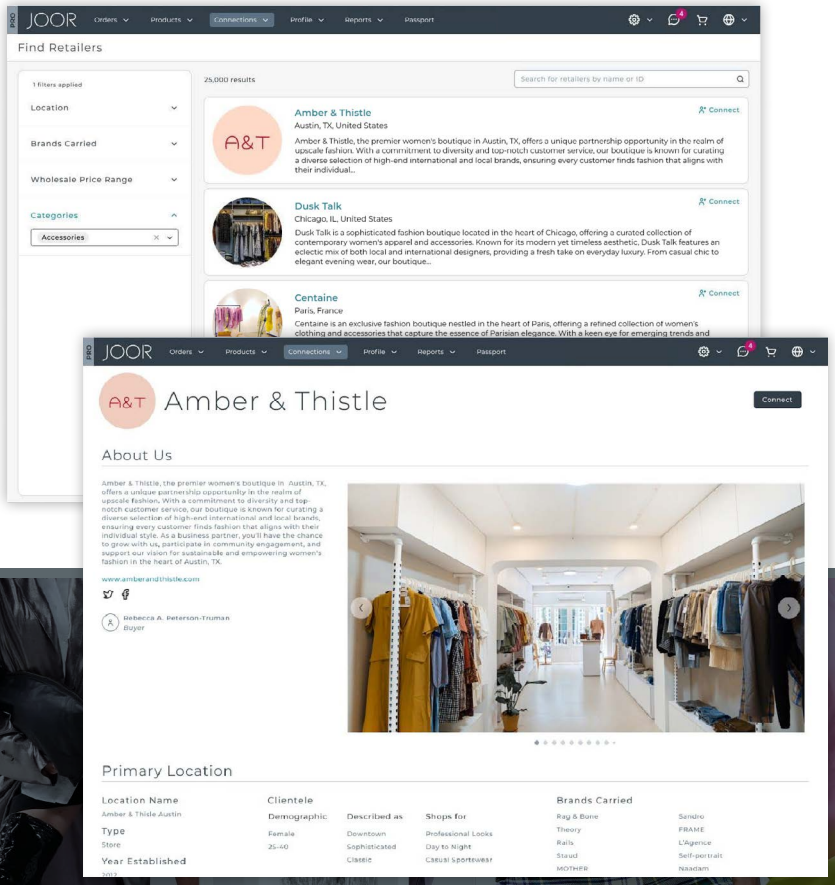
The Independent Experience

As sustainability becomes increasingly important to consumers, independents offer customers the chance to explore sustainable shopping in a local setting. Specialist independent boutiques are also increasing in popularity. Stores dedicated to one specific item, like sneakers or knitwear, offer customers specially curated collections and a very high level of product knowledge in enjoyable and often much more immersive experiences than traditional department stores. This close relationship with their customers and deep understanding of their needs is the key to independent establishments' success. They continue to draw in new business with unique in-store events and pop-ups which have their loyal clientele returning to them again and again. Many of these retailers have impressive customer lists of shoppers who hold big spending power, and it seems now brands are recognizing the value of being exposed to this kind of customer and its growth potential.

Connect with Power Players

As the industry shifts its focus to independents, businesses are discovering their need for a thriving network of high-quality independent retailers. JOOR helps facilitate long-lasting relationships that drive growth by giving you access to all the top retailers around the world that you would want to be stocked in. In response to the growing independent retailers trend, we have also created *The JOOR 100* as an invaluable resource for those searching for new stockists. The entire list of notable retailers is available on JOOR Passport—those with a subscription to JOOR can click through the list to delve deeper into each retailer's profile and find additional information such as key buyer contacts, location addresses, and brands carried.





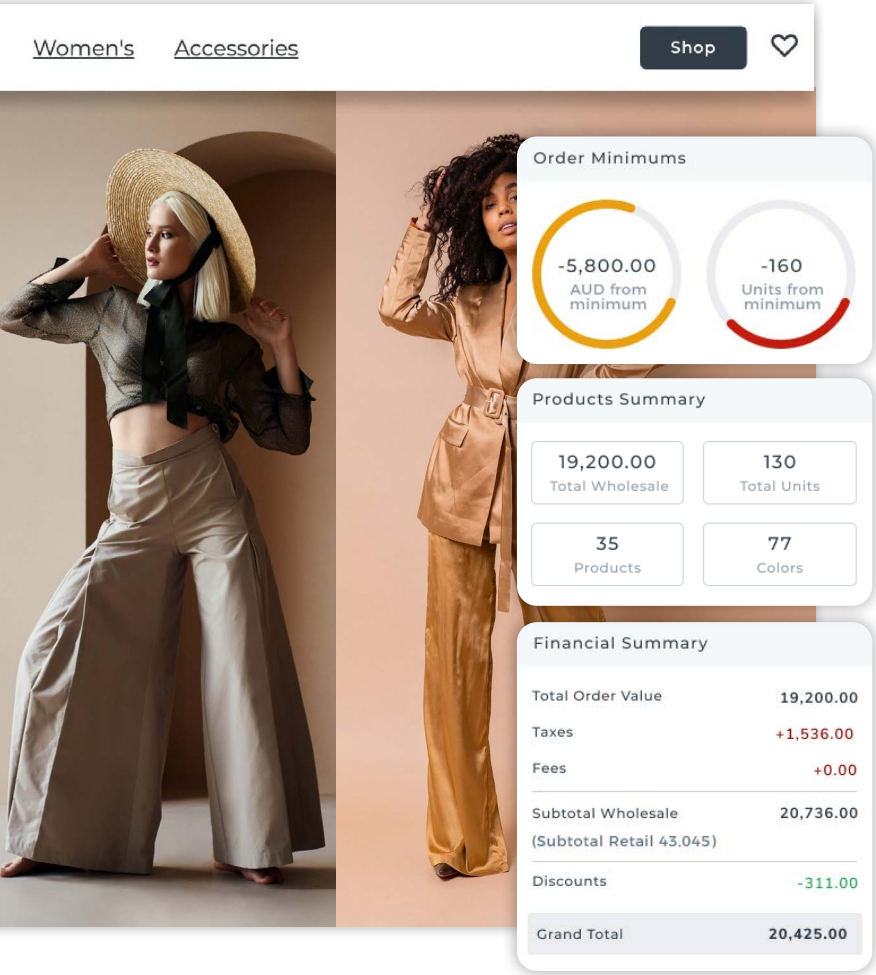
JOOR's Find New Retailers feature is another easy-to-use tool to help facilitate new connections. Filter and search for retailers to easily find the establishments that are the right fit for your brand. When using the directory, look for *The JOOR 100* badge used to identify notable independent retailers that have achieved success through their creative vision, commercial prowess, and customer-centric approach.

2 DTC Brands Accelerate Their Wholesale Growth

Global Names Make the Switch

2024 saw Direct-to-Consumer (DTC) brands begin to recognize the challenges within their business model. It used to be fairly easy and cost-effective for brands to find and convert new customers through Instagram and Google ads, but increased customer acquisition costs as well as the challenges of customers expecting free shipping and high return rates, have made it harder and harder for DTC-only brands to generate a positive ROI. Accordingly, brands have begun to look to wholesale as a possible solution, realizing the power of a diversified distribution model.

Even global brands that had shifted away from wholesale to a DTC strategy in recent years are finding their way back to the channel. Nike is one such example, with CEO John Donahoe claiming the brand has recently been focusing on a "reinvestment with our wholesale partners, so we bring a more holistic offense that grows the market and gets in the path of our consumer. And so, that's what's driving our growth."



2025 is set to be the year DTC brands expand their wholesale penetration as they recognize the important role that wholesale can play in profitable growth. Recent analysis at JOOR has shown many industry-leading DTC businesses including Fabletics, Bandier, Merse, Frank & Eileen and J. McLaughlin joining the platform to accelerate wholesale growth.

Wholesale's Multitude of Benefits

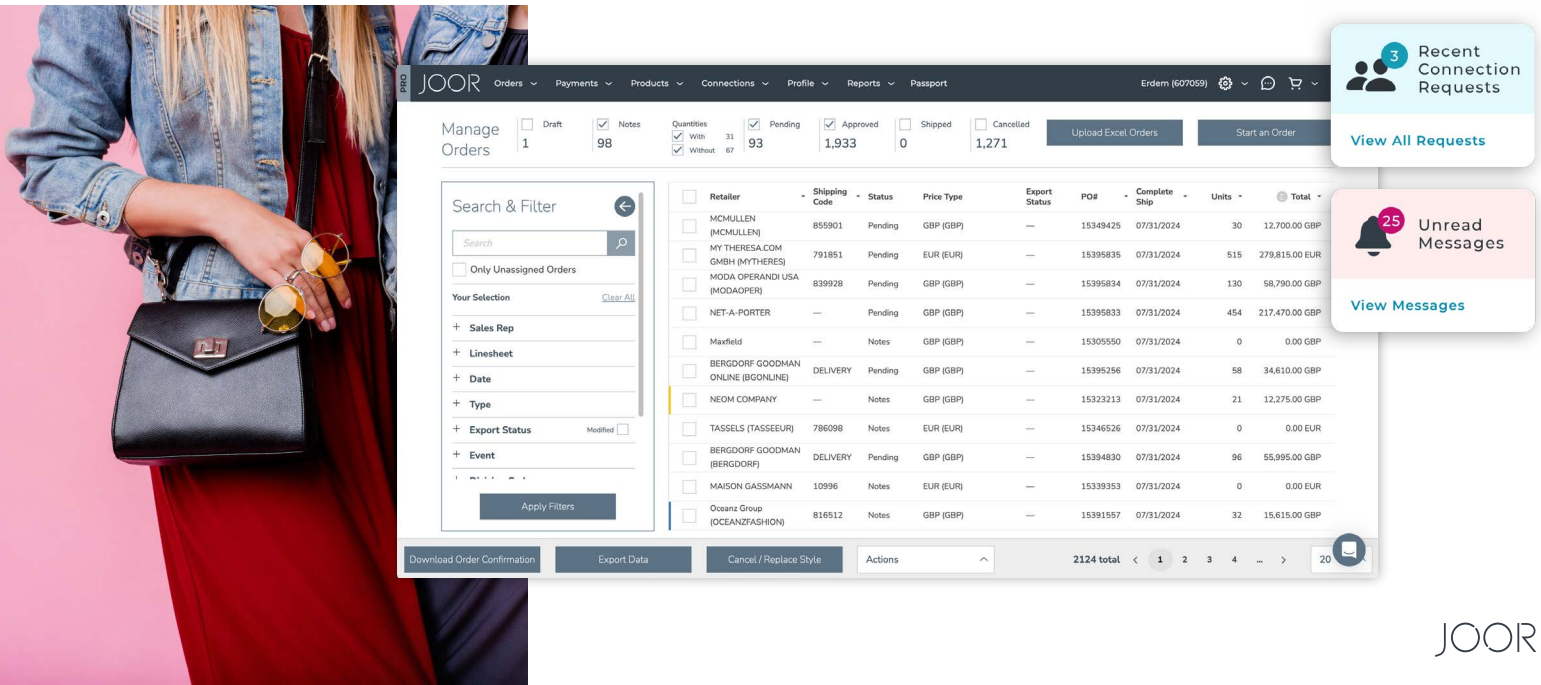
This steady increase in interest comes as brands realize the many benefits of wholesale. Being stocked in a large department store or independent boutique can help raise brand awareness, providing exposure to a much larger audience than the brand could reach on its own. Wholesale distribution can also be quite powerful in placing a new entrant amongst a desirable competitive set, helping to establish the brand's positioning in the market. Unequivocally, strategically expanding with quality wholesale partners drives new customer acquisition and increases sales volume through more points of distribution.

An Important Indicator for Investors

For some DTC companies, investment is the reason for their increased interest in wholesale. Investors looking at DTC companies are very interested in the wholesale and retail relationships a brand has built, and many see this as a positive indicator of brand traction and a sign for the kind of brands they are looking to back.

Wholesale Expansion Requires Specialized Understanding

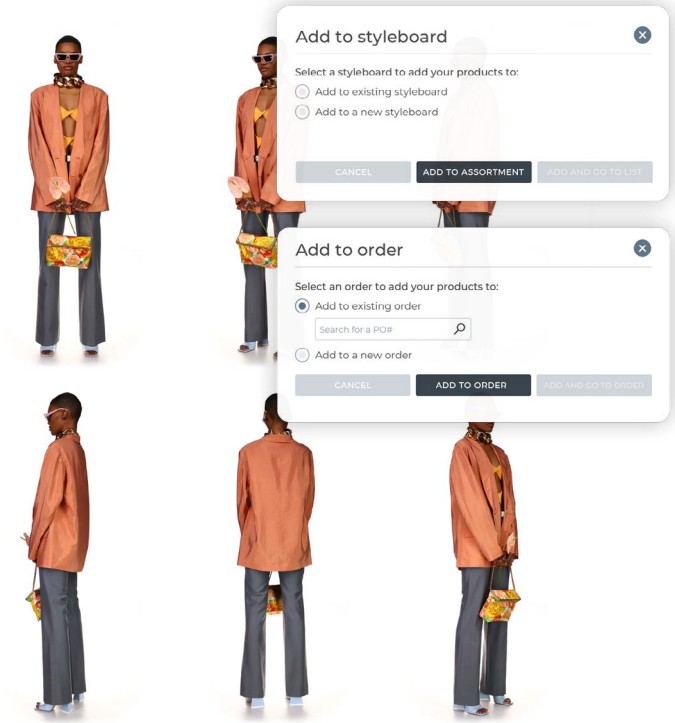
Regardless of the reasons why a DTC brand wants to make the move to wholesale, a specialized understanding of this channel is key. JOOR is an essential tool for any DTC brand looking to embark on wholesale expansion. Our platform not only allows you to find and connect with retailers who can kickstart your wholesale journey, but once it's underway our intuitive technologies make it easy to organize, manage, and maximize your wholesale orders. JOOR also offers the ability to consolidate all your ordering across retail, e-commerce and wholesale in one place. With powerful real-time reporting, you can quickly see the total units of an item being ordered and make informed production choices and better business decisions. Understanding the potential of wholesale, and how JOOR can help, will catapult more and more former DTC-only brands into an impressive period of growth in this coming year, and we predict that this trend will continue to grow.

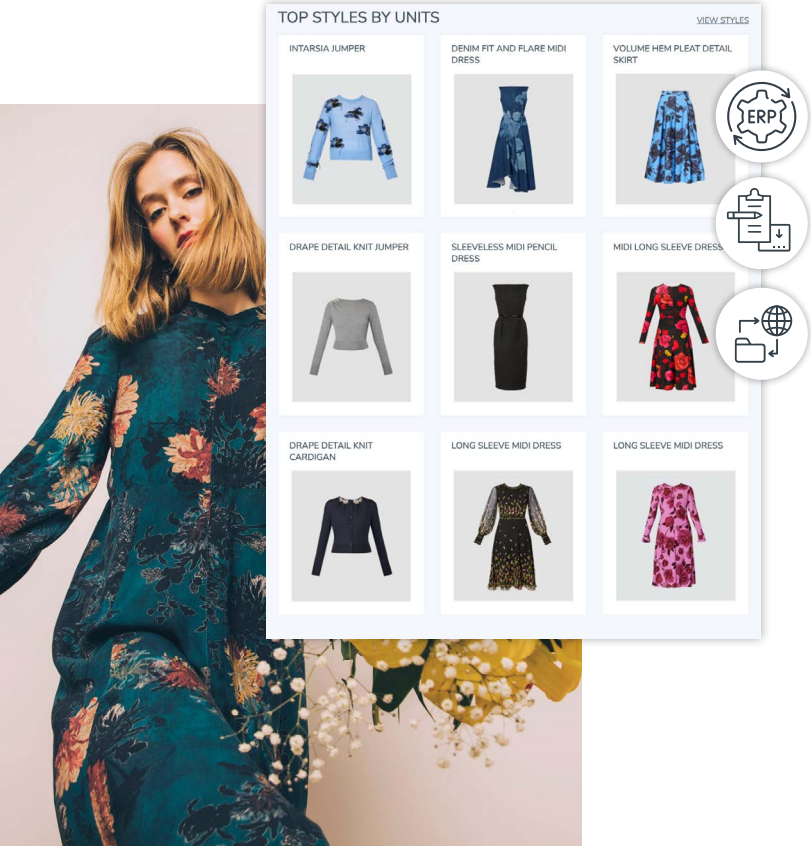


3 Integrated Systems Provide the Greatest Value

Digitization Demands Integration

As brands and retailers continue to digitize their processes, even more technology systems and software solutions will be added to their business's tech stack. While each system has an important role to play, only now are companies recognizing the challenges that occur when these systems cannot interact with each other. In 2025, integrations are the answer—allowing data to seamlessly flow from one system to another and enabling companies to extract the greatest value from their technology investment. According to G2's Buyer Behavior Report, 82% of tech buyers prioritize integration over cost and security.



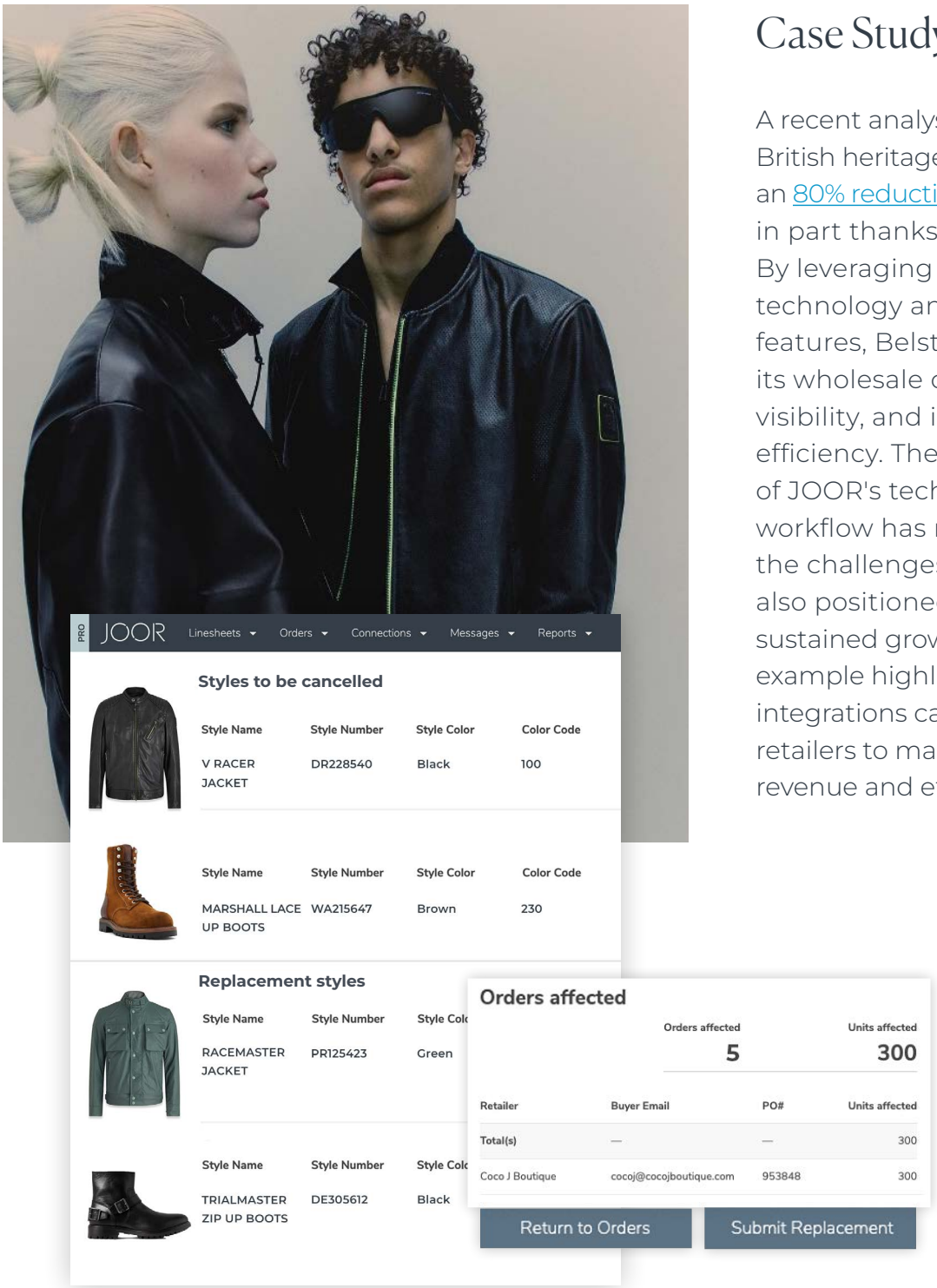


Increased Efficiency

By allowing data to flow seamlessly between systems without manual entry, integrations can facilitate increased operational efficiency and ultimately revenue. Companies that can implement plug-and-play integrations of the systems they are using can expect business proceedings to run smoother, quicker, and easier. JOOR offers integrations with over one hundred ERPs, including dominant players in the market like Shopify and Netsuite, as well as a wide range of POS systems, accounting software, and PLMs to provide a streamlined flow of wholesale order data to existing systems. This makes it possible to sync product information, collections, customers, and orders while also giving companies access to real-time data, an increasingly important part of running a successful business.

Reduced Costs

As well as improving accuracy, the best integrations can increase speed to market—allowing brands to get products up on their retailers' websites faster, which in turn lengthens the full-price selling window and leads to increased profitability. Integrations that minimize the duplication of efforts and provide an increased ability to analyze information and make informed decisions that can lead to cost savings will be the most favored in the coming year.



Case Study: Belstaff

A recent analysis of JOOR's impact on British heritage brand Belstaff revealed an 80% reduction in operational costs, in part thanks to integrations. By leveraging JOOR's advanced technology and comprehensive features, Belstaff has streamlined its wholesale operations, enhanced visibility, and improved overall efficiency. The seamless adoption of JOOR's technology into Belstaff's workflow has not only addressed the challenges the team faced but also positioned the business for sustained growth and success. This example highlights just how impactful integrations can be for brands and retailers to maximize their business revenue and efficiency.

4 Luxury Pricing Causing Market Challenges

Increasing Luxury Prices

A market-wide slowdown in luxury fashion has been on the horizon for some time with many of the leading conglomerates reporting significant drops in profits in recent months. Understanding the reasons for this downturn is crucial for brands looking to tailor their offerings to retailers. During the post-pandemic period, the luxury market was strong and brands continued to steadily increase prices; however, the tides have turned and consumers are starting to question the value of these goods and deprioritizing these purchases. In addition, the current economic climate has left aspirational customers choosing between luxury vacations, experiences and fashion, and high-end clothing and accessories appear to be one of the first things they are willing to sacrifice.

A Conservative Buying Approach

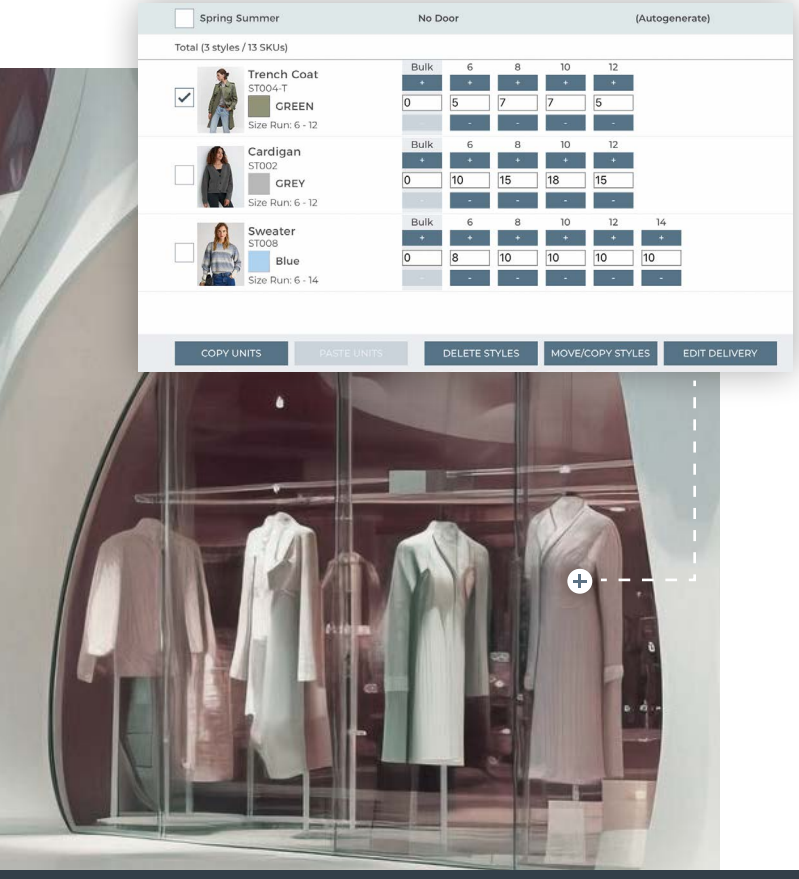
In response to this shift in consumer shopping behavior, we predict that there will be a correction in the market, with brands introducing less expensive options to serve as an entry point to the brand and retailers taking a more cautious approach to their assortment planning. This is already manifesting itself in a shift in retailers' average wholesale price point, which in recent quarters has taken a noticeable downturn. When comparing the first three quarters of 2024 to the same time period last year, JOOR transaction data shows that buyers have reduced their average price point by 7%. This decline is occurring across all regions of the world, with EMEA and APAC both down 7% to last year and North American retailers on average reducing their price per unit by 5%.

For retail buyers, trying to find a way to cater to today's consumer who is less willing to pay such elevated luxury price tags is a key concern. In a 2024 JOOR market survey of buyers who were interested in discovering new brands, 29% specified their interest was motivated by finding brands that offered a lower price point. As buyers try to satisfy their customers' needs, they find themselves gravitating towards contemporary brands like Jacquemus, Ganni and Coperni who can fulfill this desire. This shift in buying habits leaves brands to reconsider their pricing strategy and product offerings. Luxury brands should be thoughtful about including entry-level items in their linesheets, while diffusion lines with an elevated brand perception can feel confident in taking advantage of this market opportunity.

5 Brand Management Companies Continue to Grow in Popularity

IP Managers Show No Sign of Slowing Down

The rise of brand management companies including Marquee Brands, WHP and Authentic Brands Group reflects a modern solution to traditional retail's economic challenges. This new asset-light business model streamlines operations to focus on IP and lighten costs, which is very attractive to brands today. In 2025, we predict even more retail businesses will be added to brand management companies' portfolios increasing their complexities. Portfolios this vast will require innovative technology designed to support the needs of multi-brand operations and a fashion management platform solution like JOOR is perfectly suited to address these challenges. Not only does our software offer an easy way for companies to present brands to buyers, but it can also aggregate linesheets for all product categories in one place rather than needing to go to separate licensees, saving buyers valuable time and increasing opportunities for cross-selling. JOOR also provides companies managing multiple brands with powerful data opportunities, making it easy to view a roll-up of orders in a way that doesn't exist anywhere else when working in silos across brands and individual licensees.



As brands and retailers look to define their 2025 wholesale strategies amidst a changing fashion landscape, it's vital that these noteworthy industry insights are taken into consideration. From shifting buyer habits to the power of independent retailers and DTC companies' increased interest in wholesale, businesses should feel inspired to make smart decisions that will help drive growth in the coming year. The impact of JOOR's digital wholesale ecosystem and its ability to enable business growth is clear. Providing opportunities to connect with new retailers, streamline operations, increase conversions, and facilitate the seamless integration of systems are all crucial to your business's success.

For more information on how JOOR can support your wholesale business, request a demo or register for a free retailer account today.

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