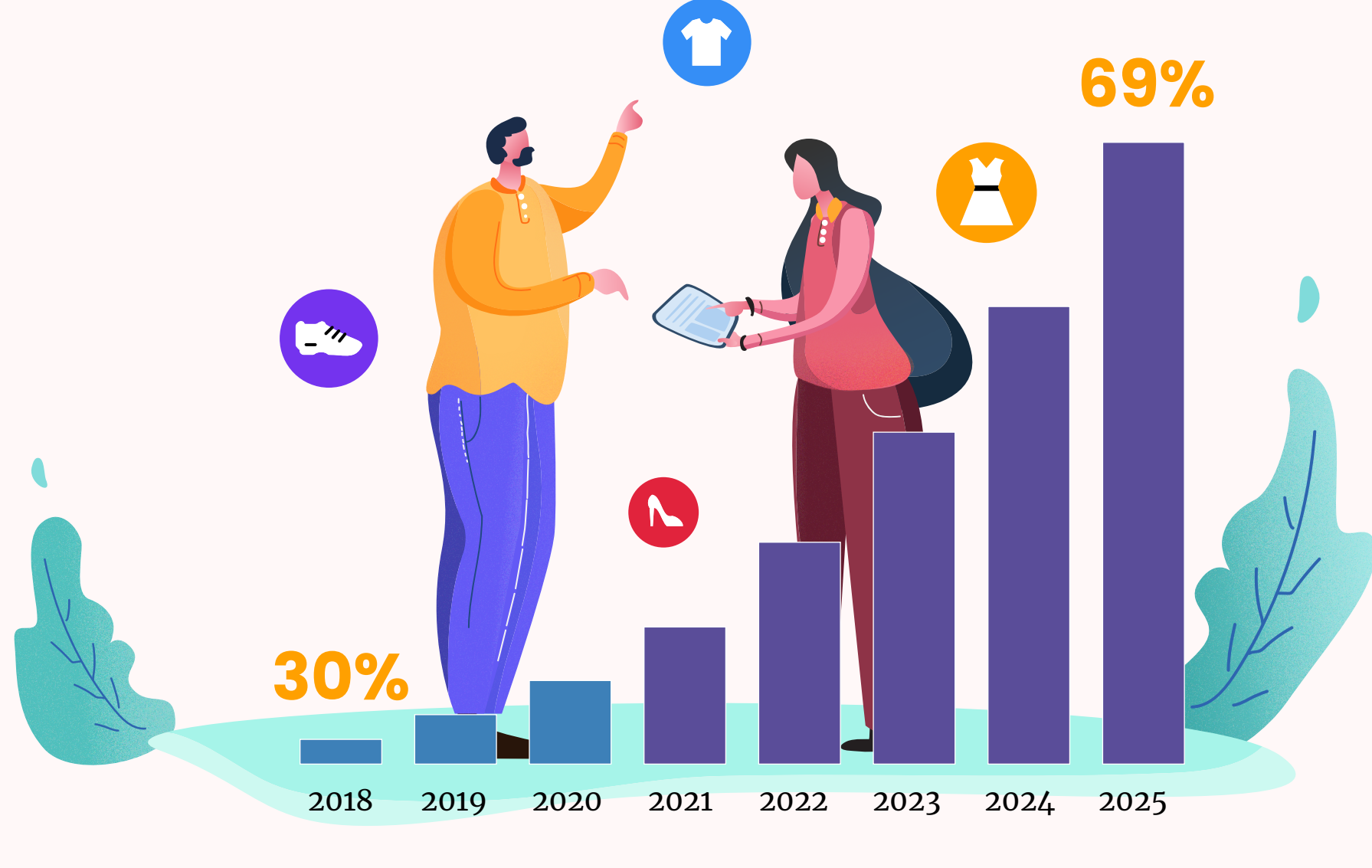


Apparel, Footwear and Accessories

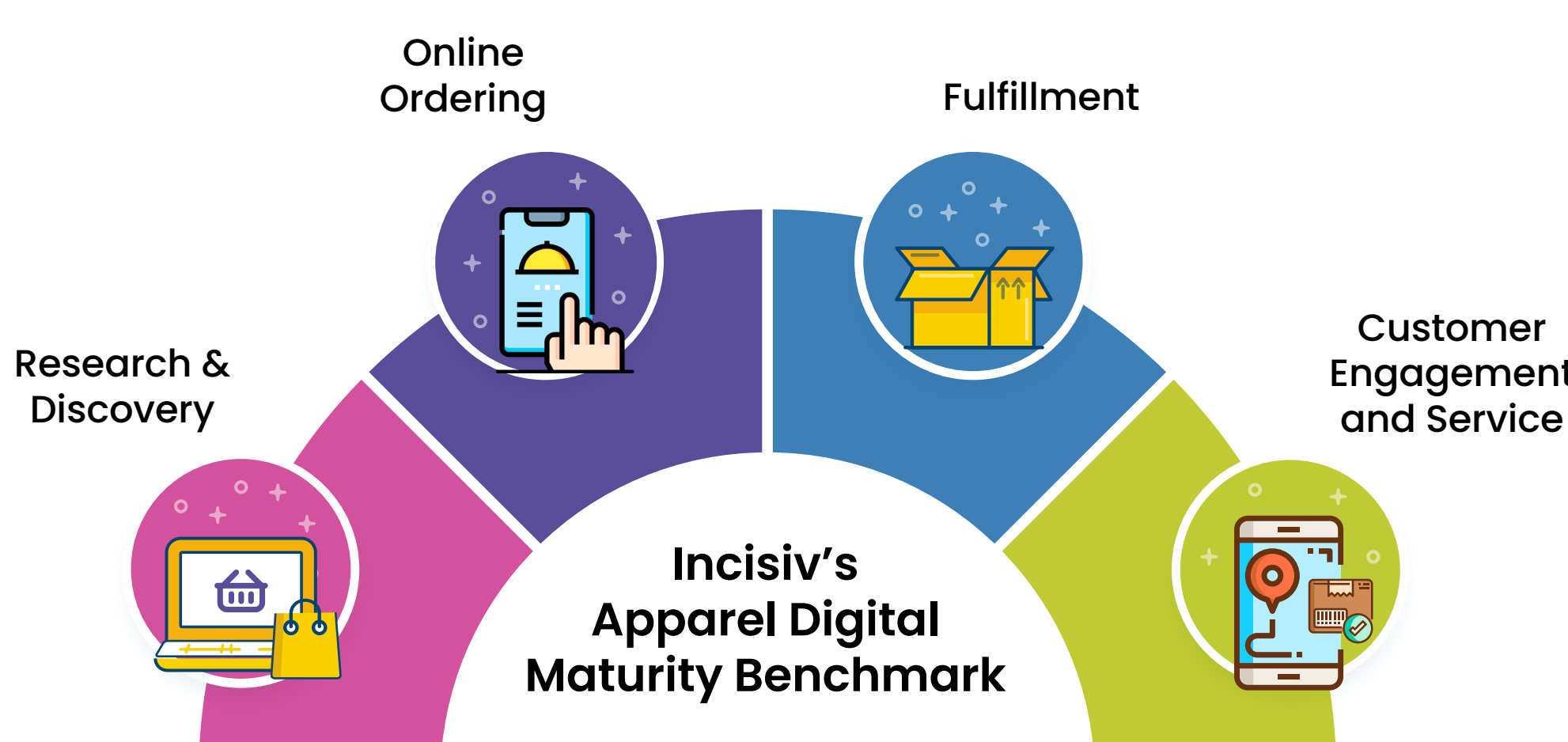


As digital sales grows to form ~70% of sales by 2025, retailers' digital maturity will be critical to their growth prospects.



eCommerce share of total apparel sales

Incisiv's 2021 Digital Maturity Benchmark assesses top Apparel, Footwear and Accessories retailers' digital capabilities and experience across four key areas.



104 retailers benchmarked



180 digital capabilities assessed

While many digital capabilities have evolved, significant gaps exist across the commerce experience.

Research & Discovery

Seamless search and navigation to personalized shopping experience.

61% of retailers display customer ratings specifically for product size and fit.

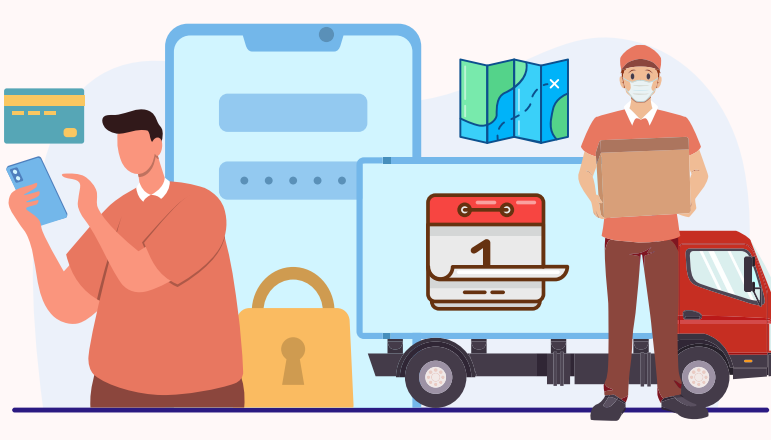


17% offer personalized virtual interactions with brand professionals.

Online Ordering

Inventory visibility and convenience of placing an order.

59% of retailers offer the option to pay in installments.



10% display precise delivery date based on destination zipcode.

Fulfillment

Ease of placing and receiving orders.

66% of retailers allow shoppers to initiate product returns online.

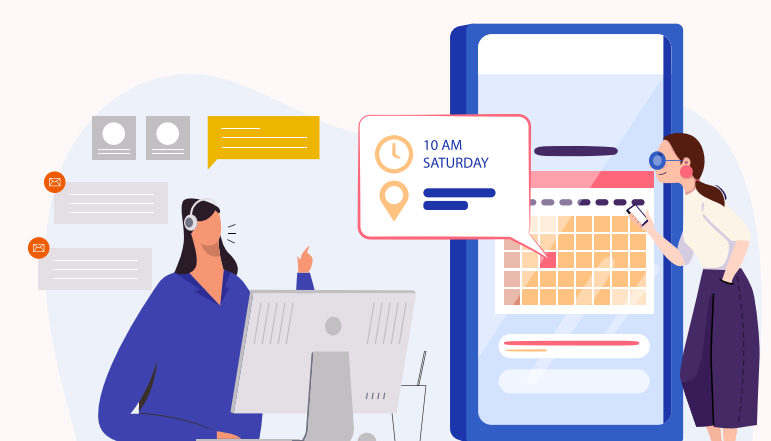


12% offer 2 hour pick-up.

Customer Engagement and Service

Customer satisfaction and conflict management.

67% of retailers have a live chat option.



29% allow shoppers to schedule appointments for store visits.

Leaders in overall digital maturity.

★★★★★
Apparel, Footwear and Accessories
Overall

Retailers rated as overall leaders in digital maturity, in alphabetical order.

Abercrombie & Fitch	AMERICAN EAGLE OUTFITTERS	ANNTAYLOR	belk	CHICO'S
Dillard's	DSW	JCPenney	JOHN LEWIS & PARTNERS	KOHL'S
★macy's	MARKS & SPENCER	MEN'S WEARHOUSE	Neiman Marcus	NORDSTROM
PACSUN	RALPH LAUREN	Saks Fifth Avenue	Target	THE NORTH FACE
TORRID <small>FASHION FOR SIZES 10 TO 30</small>				

Dig deeper.

Download the full report to dive deeper into key insights, including what differentiating experiences make Leaders stand out.

Digital Maturity Benchmark, 2021

Apparel, Footwear and Accessories

[Download the Report](#)