



2023 Unified Commerce Benchmark Industry Playbook

Athleisure, Intimates and Footwear



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Unified
Commerce
Benchmark

2023 Unified Commerce
Benchmark Industry Playbook:
Athleisure, Intimates & Footwear
Apparel

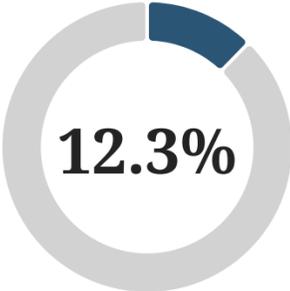
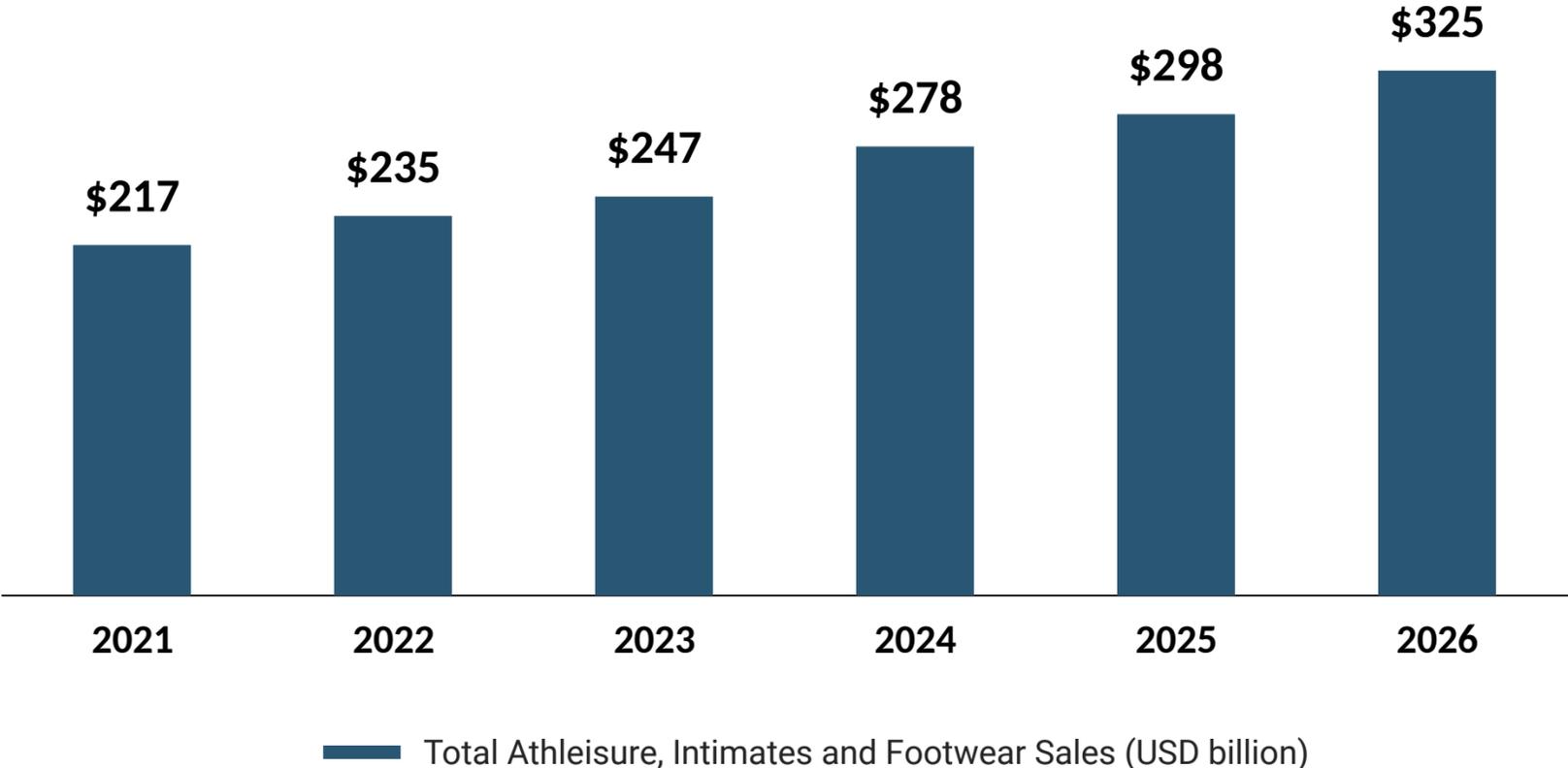
Market Perspective



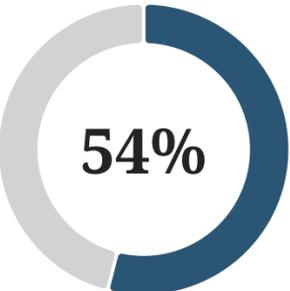
Market Perspective

Athleisure, Intimates & Footwear sales are projected to grow at a CAGR of 8.3% from 2021-2026 to an overall market size of \$325 billion, from \$217 billion in 2021.

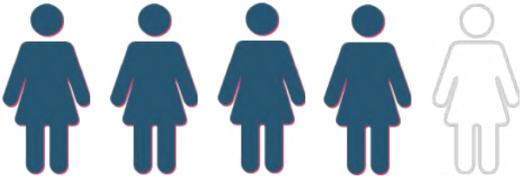
Athleisure, Intimates & Footwear retailers are making investments in shoring up digital capabilities across order and inventory management, sustainable practices, virtual immersive experiences, product customization and personalized shopping experience



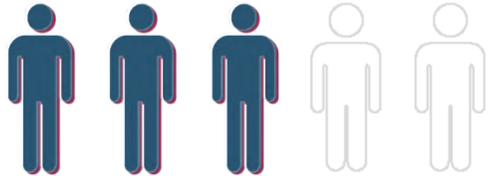
projected CAGR (2021-2026) for online Athleisure, Intimates & Footwear sales.



of shoppers are ready to pay more for customized Athleisure, Intimates & Footwear products.



shoppers increased their spend on Athleisure, Intimates & Footwear 2022 vs 2021.

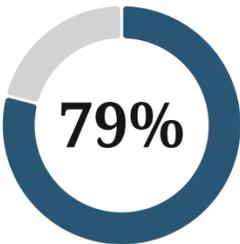


shoppers are willing to pay extra for sustainable, eco-friendly products.

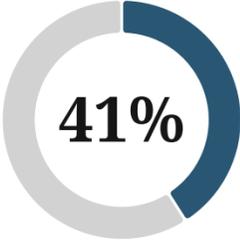
Digital is default.

In the Athleisure, Intimates & Footwear segment, the convergence of digital and physical retail channels plays a crucial role in creating engaging and unified shopping experiences. Consumers in this segment are increasingly tech-savvy and seek out brands that effectively integrate digital features with their in-store experiences, offering a seamless transition between online browsing and brick-and-mortar purchases.

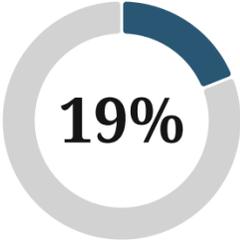
For example, shoppers in this segment might want to browse items online and then visit a physical store to try on their selections. The integration of digital tools, such as personalized product recommendations and online reservation systems for in-store fittings, can enhance the overall shopping experience by bridging the gap between digital browsing and in-person purchases.



of all shopper journeys for Athleisure, Intimates & Footwear now begin online.



digital share of revenue for Athleisure, Intimates and Footwear retail.

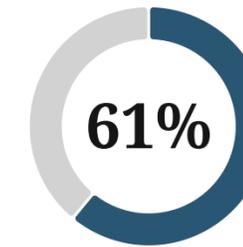
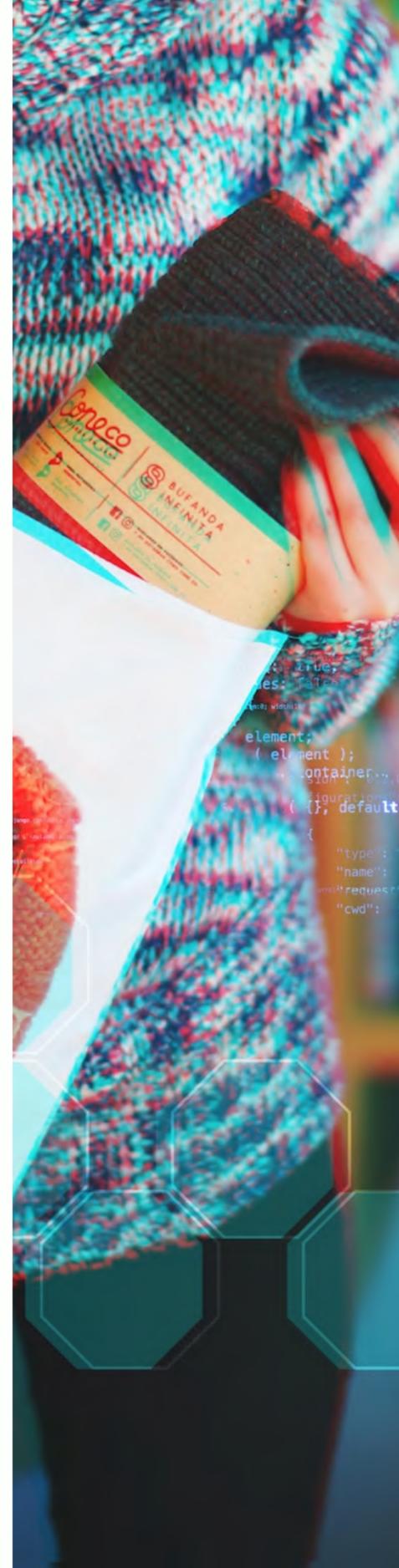


growth in home delivery for Athleisure, Intimates & Footwear in 2022 vs 2021.

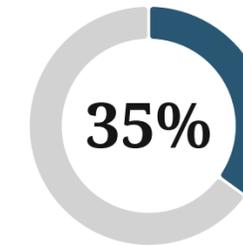
Convenience is a commodity.

As the Athleisure, Intimates & Footwear industry becomes increasingly competitive, providing a convenient and frictionless shopping experience is vital for retaining customer loyalty. Shoppers in this segment expect a seamless journey from browsing to checkout, both online and in-store, with options that cater to their individual preferences and needs.

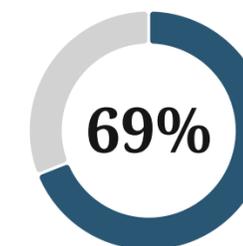
One example of shopper behavior in this segment is the demand for flexible delivery and return options, such as Buy Online, Pick Up In-Store (BOPIS) or free returns and exchanges. Additionally, offering innovative in-store services, such as professional fitting assistance or customizations, can further enhance the customer experience by providing a level of convenience and personalization that sets a brand apart from its competitors.



of shoppers value expedited delivery and are willing to pay a \$10 premium.



of shoppers will shop at another retailer if their desired product is out-of-stock.

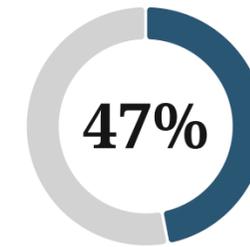


of shoppers prefer self-service options for order modifications and cancellations.

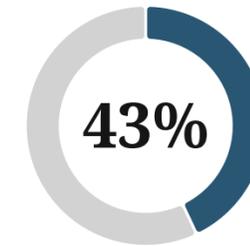
Virtue is a brand.

As the awareness of sustainability and ethical practices grows among consumers, the Athleisure, Intimates & Footwear segment must adapt by aligning their brand values with the expectations of environmentally and socially conscious shoppers. Consumers in this segment are increasingly interested in the materials, production methods, and supply chains of the products they purchase, seeking out brands that share their commitment to responsible practices.

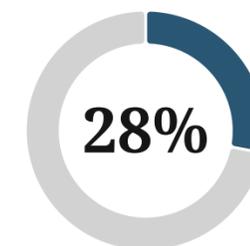
A shopper in this segment may prioritize brands that use eco-friendly or recycled materials, promote fair labor practices, and minimize their environmental footprint. By being transparent about their sourcing and production processes, offering sustainable product options, and partnering with organizations that support environmental or social causes, brands in this segment can strengthen their appeal to conscious consumers and set themselves apart in a competitive market.



of retailers in this segment publish ESG scorecards and impact of fulfillment choices.

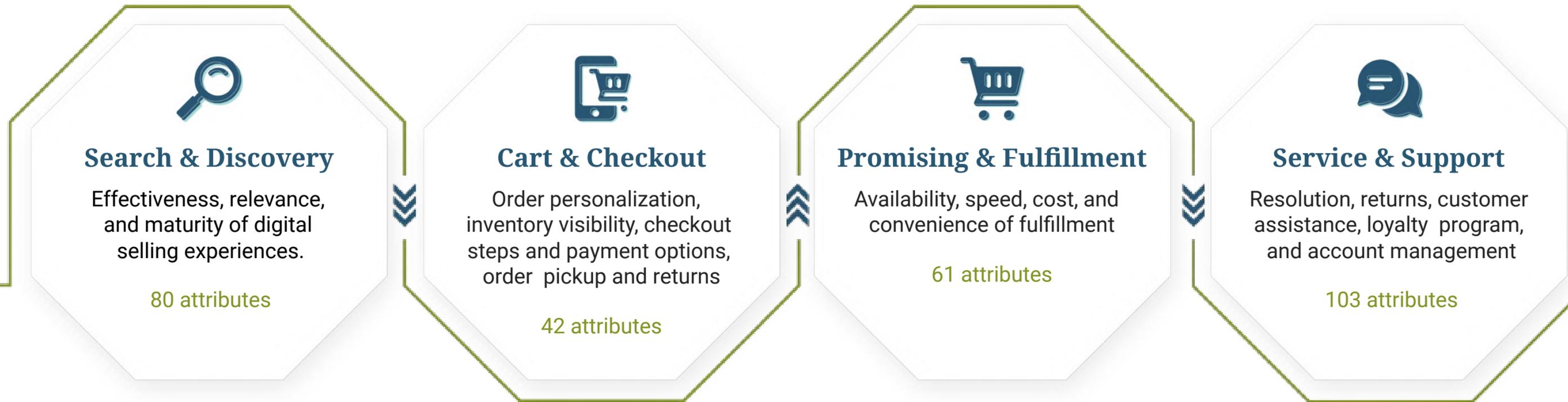


of shoppers are more likely to purchase a product with recyclable packaging.



of shoppers are satisfied with their preferred retailers' sustainability practices.

Incisiv's 2023 Unified Commerce Benchmark Index for Specialty Retail



This Industry Playbook is based on insights from the 2023 Unified Commerce Benchmark Index for Specialty Retail.

[Learn more about the Index here.](#)

124

retailers benchmarked across multiple specialty retail segments.

33

retailers chosen from the 124 for curated insights in industry segment specific Playbook.

280+

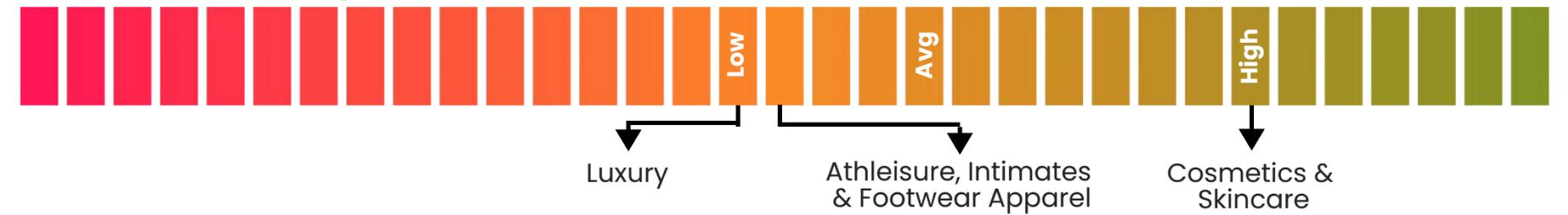
customer experience capabilities assessed in both, peer and industry segments

Industry Maturity

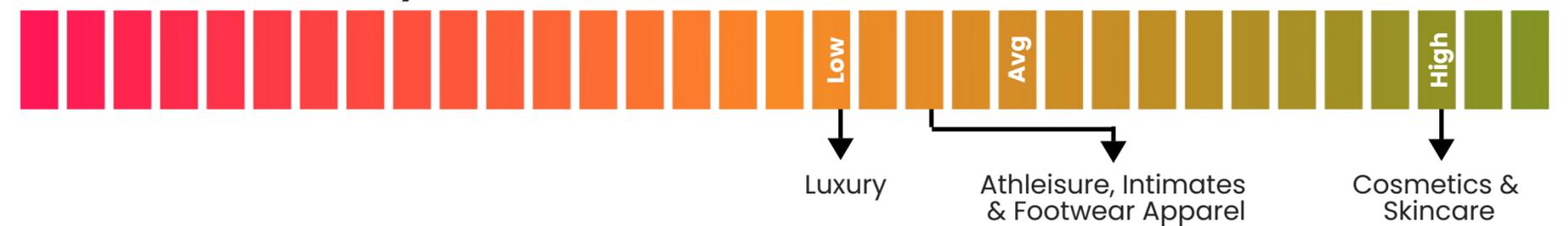
The Athleisure, Intimates & Footwear segment demonstrates a maturity level just above the lowest in Unified Commerce, highlighting areas for growth and improvement. Key observations and recommendations include:

- **Strengthen Cart & Checkout:** With average performance in this area, brands should build on this foundation to create a more seamless and efficient shopping experience that encourages customer loyalty.
- **Enhance Search & Discovery:** As performance is slightly below average, there is an opportunity to optimize the experience through advanced personalization techniques, AI-driven recommendations, and improved product filtering.
- **Improve Service & Support:** With a maturity level close to the lowest, Athleisure, Intimates & Footwear brands must invest in enhanced customer service and support, differentiating themselves from competitors and fostering long-term customer relationships.

Overall maturity



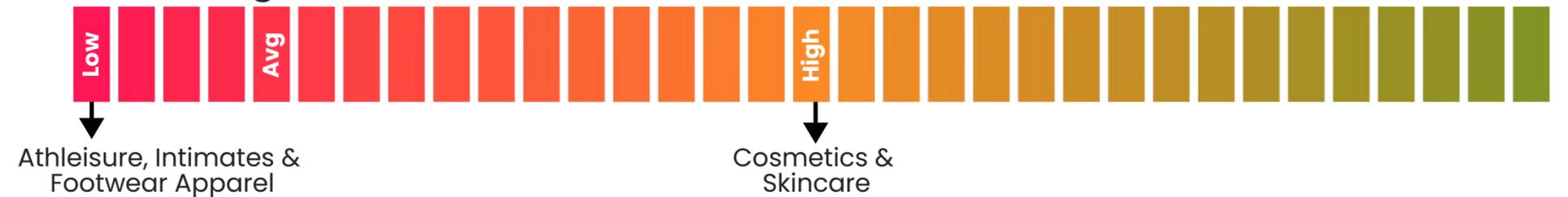
Search & Discovery



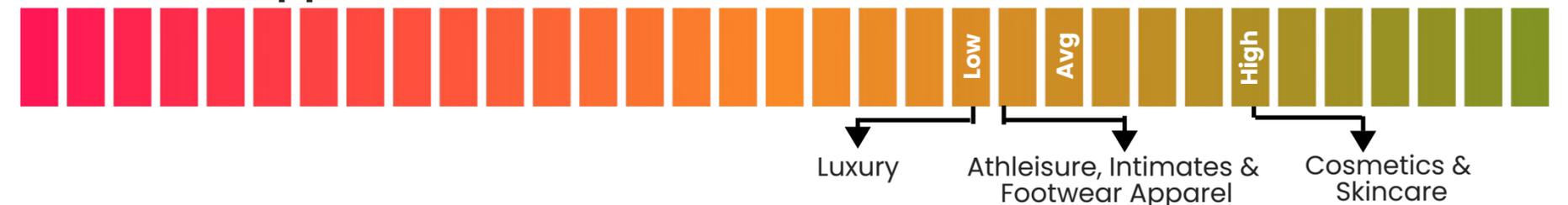
Cart & Checkout



Promising & Fulfillment



Service & Support





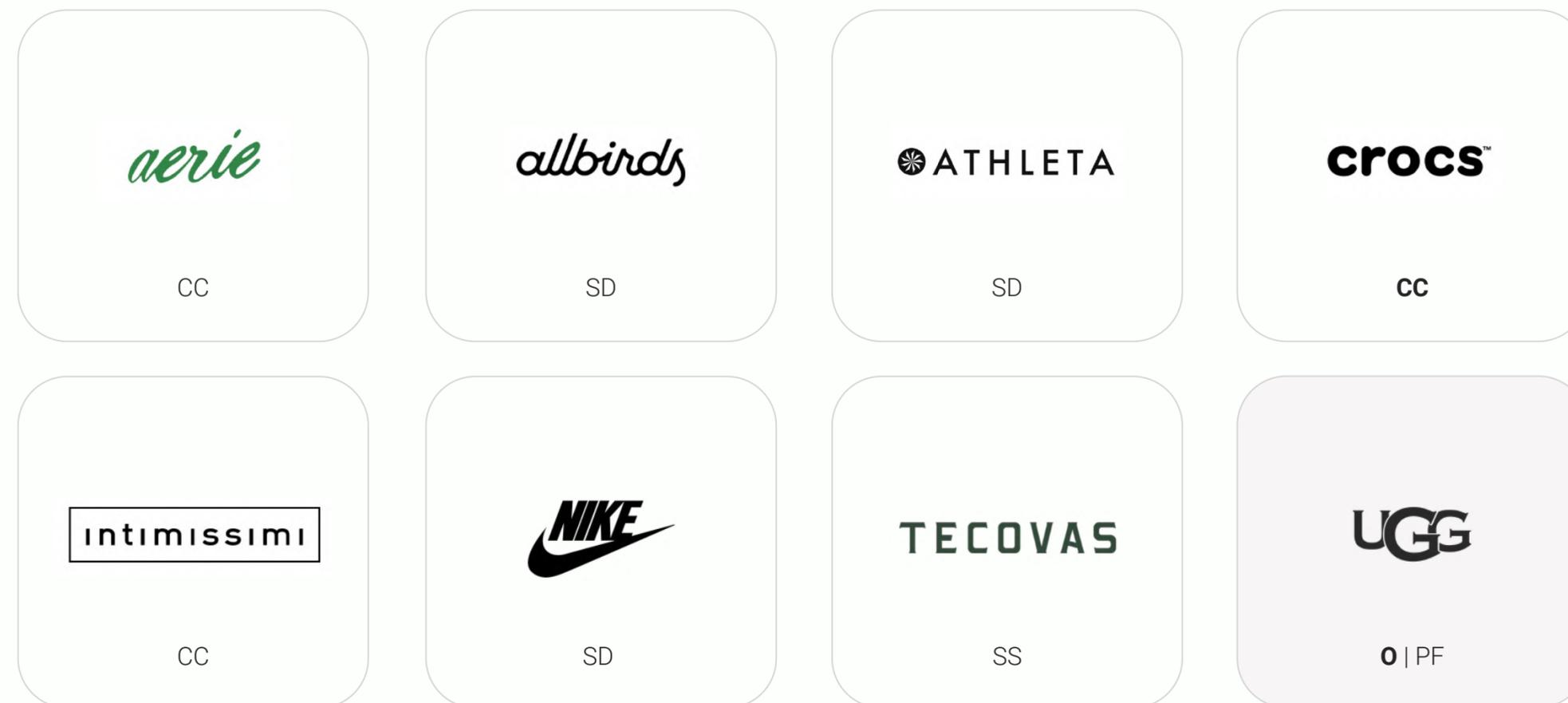
Athleisure, Intimates & Footwear Apparel Leaders

Incisiv recognizes these 8 Athleisure, Intimates & Footwear Apparel brands as Leaders in the 2023 Unified Commerce Index across all rating categories.

The Index includes a complete Leaderboard spanning 124 retailers across multiple specialty retail segments. Leaderboards are provided at both an overall and capability area level.

[Learn more.](#)

Athleisure, Intimates & Footwear Apparel Retailers Rated as Leaders, in Alphabetical Order



● = Overall
SD - Search & Discovery
CC - Cart & Checkout
PF = Promising & Fulfillment
SS = Service & Support

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Apparel

Search & Discovery



Why it matters.

Search & Discovery refers to a set of retailer capabilities and experiences to provide personalized experiences to shoppers based on their intent. This includes curating a shopping experience that meets the shopper's needs, whether they are searching for a specific item, exploring a brand for the first time, or shopping for a particular occasion.

65% of shoppers

value display of accurate product availability status and precise order promising information.

52% of shoppers

consider the environmental impact of their buying decision while shopping online.

90% higher conversion rate

for shoppers who use AR/VR tools before making a purchase.

What Leaders do well.

Leaders excel in providing filters for in-store availability, displaying product sourcing information and carbon footprint details on product pages, offering personalized recommendations based on past purchases, and utilizing AR/VR tools for virtual try-on experiences. These capabilities enhance the customer shopping journey.

Leaders



Nuanced and In-Depth Experience

Filters by in-store availability



Product sourcing information and carbon footprint on PDP



Product recommendations based on past purchases



AR/VR tools (try-on tools) for a virtual product experience

Non-Leaders

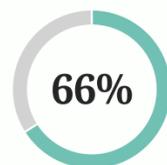


Standout capabilities.

Athleisure, Intimates & Footwear Apparel retailers empower shoppers to effortlessly navigate their websites, find desired items, and make informed purchasing decisions by incorporating filters for products, highlighting new arrivals and bestsellers, and providing enhanced inventory visibility.



Enhanced findability: filter products by specific category



Advanced product visibility: Callouts for new arrivals, trending, sustainable product highlights



Detailed inventory visibility: Highlighting product availability and inventory status in product pages

Improvement opportunities.

However, there is still room for implementing advanced findability by allowing customers to filter products based on availability status or fulfillment methods, providing an endless aisle experience by highlighting low-stock and out-of-stock items, and incorporating sustainability initiatives by prominently featuring eco-friendly products in stores.



Advanced findability: filters products by sustainability status or fulfillment method



Endless aisle experience: Highlighting low-stock and out-of-stock items, real-time inventory visibility



Sustainability initiatives : Highlighting eco-friendly products in stores

Search & Discovery

Spotlight: Shopper Inspiration

Search and discovery on websites is crucial for brands to enhance the customer experience and drive conversions. Brands are improving website navigation with intuitive search and easy-to-use filters. They leverage advanced algorithms for personalized product recommendations and provide real-time inventory visibility. Successful brands prioritize user-friendly interfaces, personalization, and accurate inventory information, creating a seamless online shopping journey.



46 shoppers purchased this today.



Hustle 3'' Short
#4466940020002
Color: Black
Size: S
Price: ~~\$54.00~~ \$34.99

131 shoppers purchased this today.



Momentum Seamless Tank
#5305015020002
Color: Tawny Rose
Size: S
Price: ~~\$59.00~~ \$39.99

SAVE FOR LATER 1
 Ship to address
 Pickup - Find a Store

Real-time inventory visibility

Retailers use triggers such as "current product views," "low inventory," and "units purchased" to create a sense of urgency among shoppers. Brands have seen a 6.1% improvement in conversion rates during the holiday season when retailers highlight fast-selling items. Currently, 53% of fast fashion and lifestyle apparel retailers display inventory status on their websites.

Athleta provides real-time statistics on the number of units purchased in the cart page.



Free pickup at New York

SKECHERS Retail
530 Broadway
New York, NY 10012
(212) 334-1934

IN STORE ✓

CURBSIDE ✗

FEATURES

Recycled (2)

Vegan (133)

Expansive search filters for a simplified product discovery experience.

Product filters allow shoppers to hone in on a specific category, sub-category, or item, enabling more efficient discovery. Expansive filtering options help boost conversion rates and improve overall revenue.

Skechers offers a wide range of filtering options, including fulfillment options, category-specific filters, product usage filters, and sustainability filters.

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Apparel

Cart & Checkout



Why it matters.

Cart & Checkout refers to the capabilities and experiences provided by retailers to help shoppers make positive purchase decisions. Retailers must ensure a seamless shopping experience, especially when shoppers switch between physical and digital channels.

35% higher conversion rate

when the checkout process is optimized and designed for increased efficiency

24% of shoppers

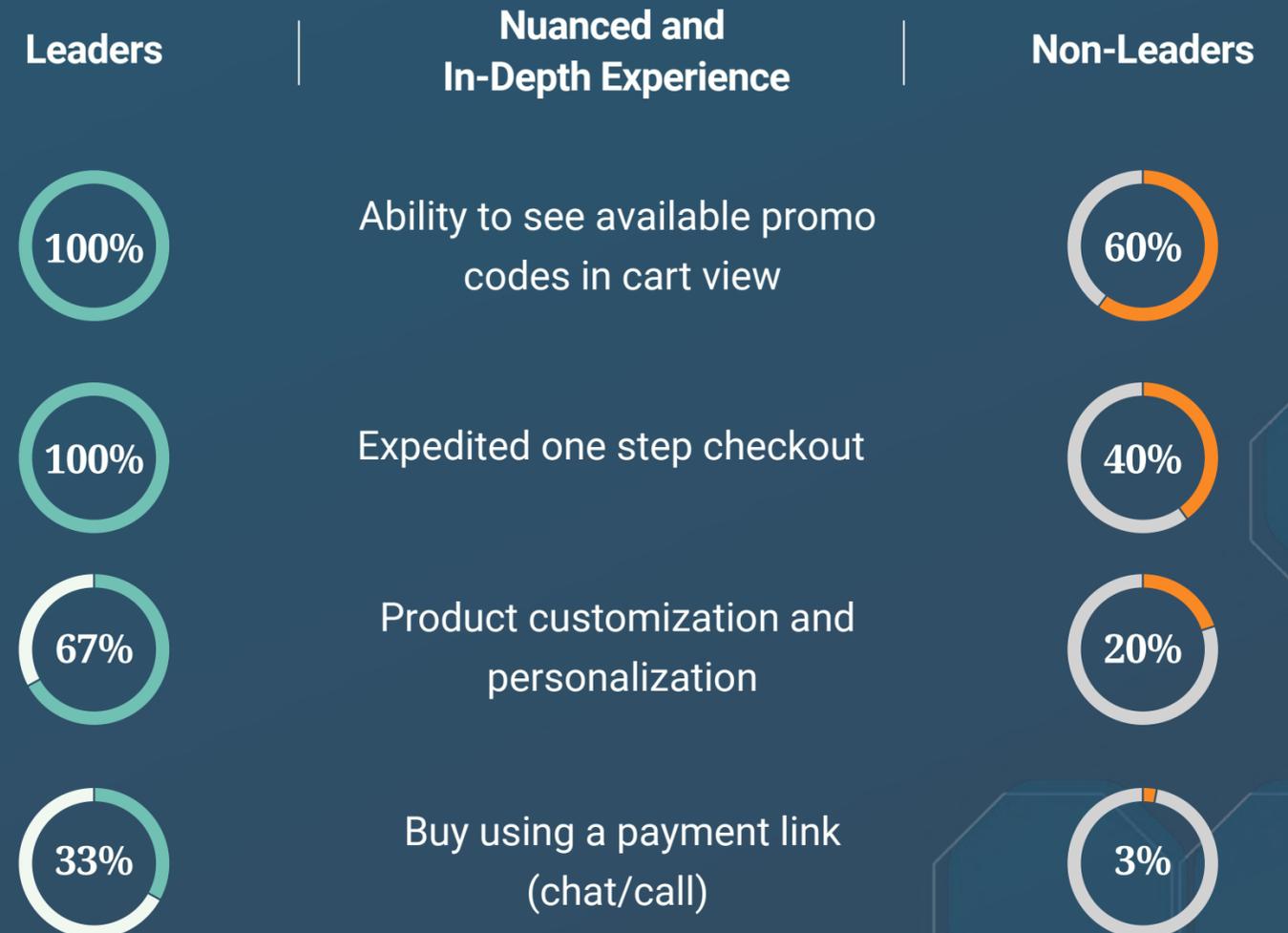
abandon their shopping cart if guest checkout is unavailable, since account creation is time consuming

37% of shoppers

will not retry if they have to re-enter their payment or delivery details.

What Leaders do well.

Leaders stand out by offering convenient features such as displaying available promo codes in the cart view, enabling expedited one-step checkout, providing product customization and personalization options, and facilitating purchases through payment links.

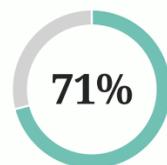


Standout capabilities.

For Athleisure, Intimates & Footwear Apparel retailers, the Cart and Checkout stage is a pivotal point in the online shopping journey. By incorporating key attributes such as promo code application, expedited checkout options, and loyalty points redemption, retailers can ensure a quick, convenient, and satisfying experience for customers.



View and apply promo codes/coupons at checkout



Expedited one-step and guest checkout options



Loyalty points redemption at checkout

Improvement opportunities.

Athleisure, Intimates & Footwear Apparel must seek ways to improve the checkout experience through innovative services, advanced ordering options, inventory visibility and expanded payment options. These advancements have the potential to enhance customer convenience and streamline the checkout process.



Innovative new services and business models: Trade-in, recycle, pre-order etc.



Expanded payment options: Payment link or combine multiple options/gift cards for same order



Detailed inventory visibility: Highlighting inventory changes in the cart, substitute product recommendations for out-of-stock items

Cart & Checkout

Spotlight: Seamless Checkout

Brands are enhancing the cart and checkout experience in several ways. They prioritize sustainability by encouraging recycling during checkout. Offering multiple payment options, including digital wallets and instalment plans, adds convenience for customers. Brands also streamline the checkout process for faster transactions and prioritize security to instil trust. These efforts create a seamless and user-friendly cart and checkout experiences, improving customer satisfaction and conversion rates.



Recycling + Donation
Instead of throwing it away, leave it with us.



You Drop It Off

Bring your used Nike athletic shoes and apparel to a participating Nike store.



We Sort It

Our experts will determine what products are eligible for recycling or donation.



We Take Action

Product is either donated to nonprofit partners or sent for recycling

Accepting old items for recycling or donations.

34% of consumers are willing to pay an additional premium for sustainable products and services. Retailers are therefore adjusting their products and sourcing methods to align with the new expectations of shoppers.

Nike is leading the way in sustainability initiatives by accepting pre-loved products for recycling or recirculation.



Payment Info

The billing info you enter will be saved. Manage your saved payments in account settings.

Gift Card Number

Pin

Apply

You can apply up to 3 gift cards ?

Credit or Debit Card

Secure

Multiple payment options for easier checkout

40% of shoppers prefer payment flexibility, including the ability to use a combination of payment methods to pay for an order. The ability to use more than one payment method makes the checkout process smoother for shoppers, and improves customer satisfaction.

Aerie allows shoppers to use upto 3 gift cards or a combination of gift cards and credit cards to pay for an order.

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Promising & Fulfillment



Promising & Fulfillment

Why it matters.

Promising & Fulfillment refers to the set of retailer capabilities and experiences that provide shoppers with convenient fulfillment options and precise order promising. Retailers should offer shoppers important ordering and delivery-related information throughout the shopping journey to improve shopper trust and increase the chances of conversion.

66% of shoppers

prefer sustainable shipping and packaging initiatives.

77% of shoppers

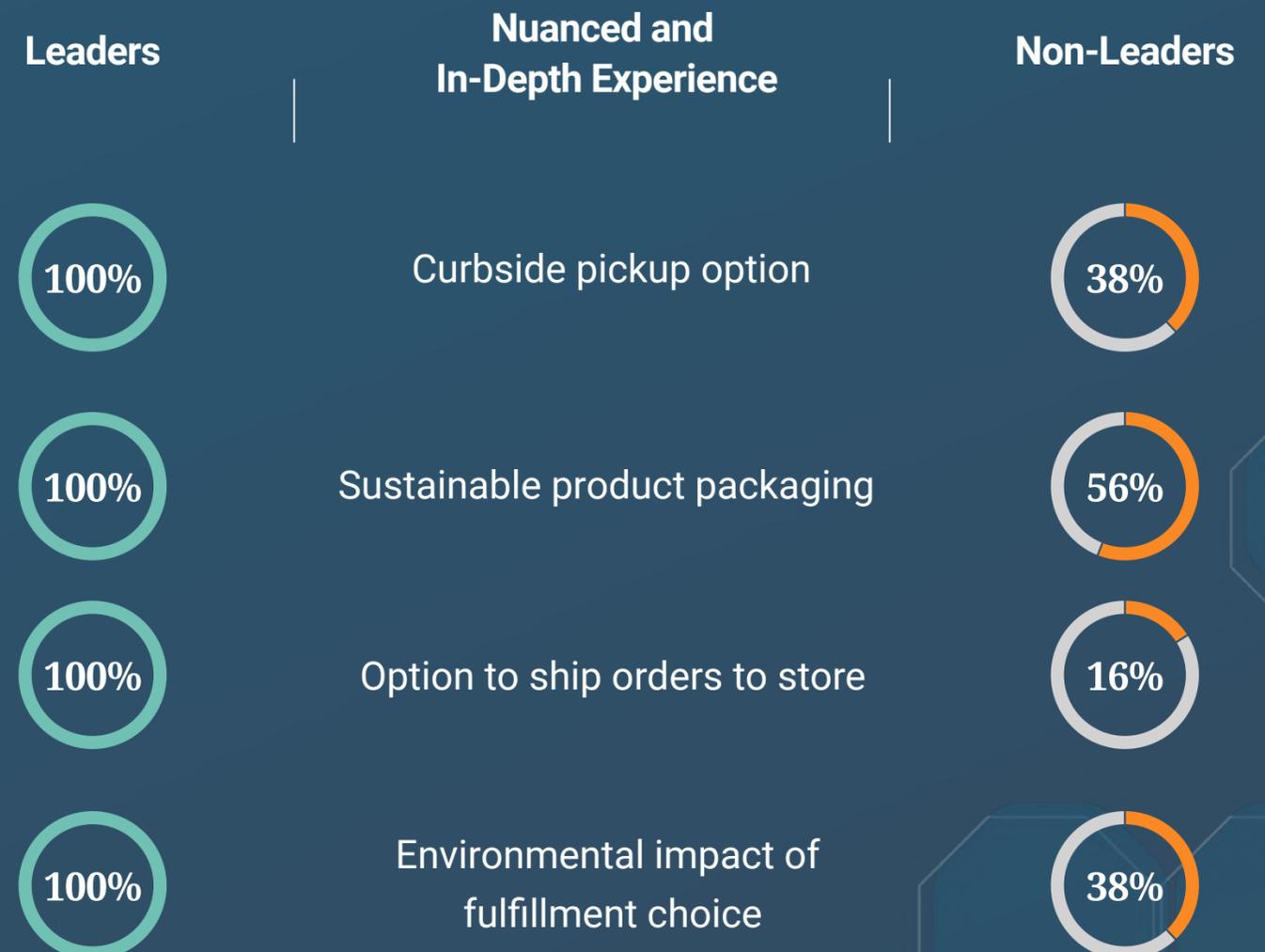
prefer to use a subscription-based model to get their apparel essentials delivered.

49% of shoppers

make additional purchases when they pick up their online orders from a store.

What Leaders do well.

Fulfillment leaders excel in capabilities such as curbside pickup, sustainable product packaging, shipping orders to stores, and considering the environmental impact of fulfillment choices. These strengths prioritize convenience, sustainability, and customer satisfaction..



Standout capabilities.

Athleisure, Intimates & Footwear Apparel retailers are delivering a top-notch fulfillment experience with standout capabilities such as order visibility and tracking updates, sustainable product packaging, and curbside and store pickup options.



82%

Order visibility: Status tracking and updates



58%

Sustainable product packaging



52%

Availability of curbside and store pickup options

Improvement opportunities.

However, enhancing order flexibility by allowing post-confirmation modifications, offering delivery flexibility through split delivery options, and implementing advanced fulfillment options like locker collection services and free delivery on all orders can significantly improve the overall shopping experience for customers.



24%

Ordering Flexibility: Modification (post confirmation)



21%

Delivery Flexibility: Split Delivery options



12%

Advanced fulfillment options: Locker pick-up service, free delivery /shipping on all orders

Promising & Fulfillment

Spotlight: Flawless Fulfillment

Brands today are embracing flexible fulfillment options to cater to customer preferences and enhance convenience. They offer sustainable delivery choices, allowing customers to opt for eco-friendly shipping methods or packaging materials. Brands are also implementing convenient services allowing customers to choose the most convenient location for order retrieval. Furthermore, brands recognize the importance of order flexibility and provide options for customers to modify or cancel orders even after they have been placed.

Outdoor Voices

Ordering & Shipping

We process orders quickly, so we'll do our best to help you with any changes or cancellations before your OV starts making moves. Send us a note as soon as possible at hello@outdoorvoices.com. Be sure to include the phrase "urgent help" along with your order information and specific action needed.

Order modifications post-purchase

71% of shoppers consider delivery flexibility as an important factor in their purchasing decisions. As shoppers prioritize convenience, the ability to make post-purchase order modifications helps encourage repeat visits and foster customer loyalty.

Outdoor Voices allows shoppers to make changes to their order post-purchase.

DSW



CONVERSE
CHUCK TAYLOR ALL STAR MALDEN STREET
MID-TOP SNEAKER - MEN'S
\$69.96

Color: Light Blue
Size: 9 Medium
Quantity: 1

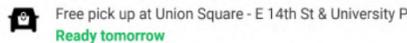


Free Standard Shipping
Arrives in 4-7 Business Days



ADIDAS
GRAND COURT 2.0 LIFESTYLE TENNIS
SNEAKER - KIDS'
\$54.99

Color: White
Size: 2 Youth Medium
Quantity: 1



Free pick up at Union Square - E 14th St & University Pl
Ready tomorrow

Ability to split fulfillment options within the same order

54% of shoppers consider delivery timelines and fulfillment options as key decision influencers when purchasing on a retailer's digital channel. By allowing shoppers to split fulfillment methods for their orders, retailers offer greater flexibility and save customers time, resulting in improved retention rates and encouraging repeat purchases.

DSW allows shoppers to split the same order transaction into different shipping options (in-store pickup, home delivery).

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Service & Support



Service & Support

Why it matters.

Service & Support pertains to the range of capabilities and experiences that offer customers personalized options to address any pre or post-purchase issues. Customers expect retailers to minimize the need for support, prioritize comprehensive self-service, but offer prompt and empathetic human assistance if needed.

Only 15% of shoppers

say that retailers offer them a personalized service experience.

73% of shoppers

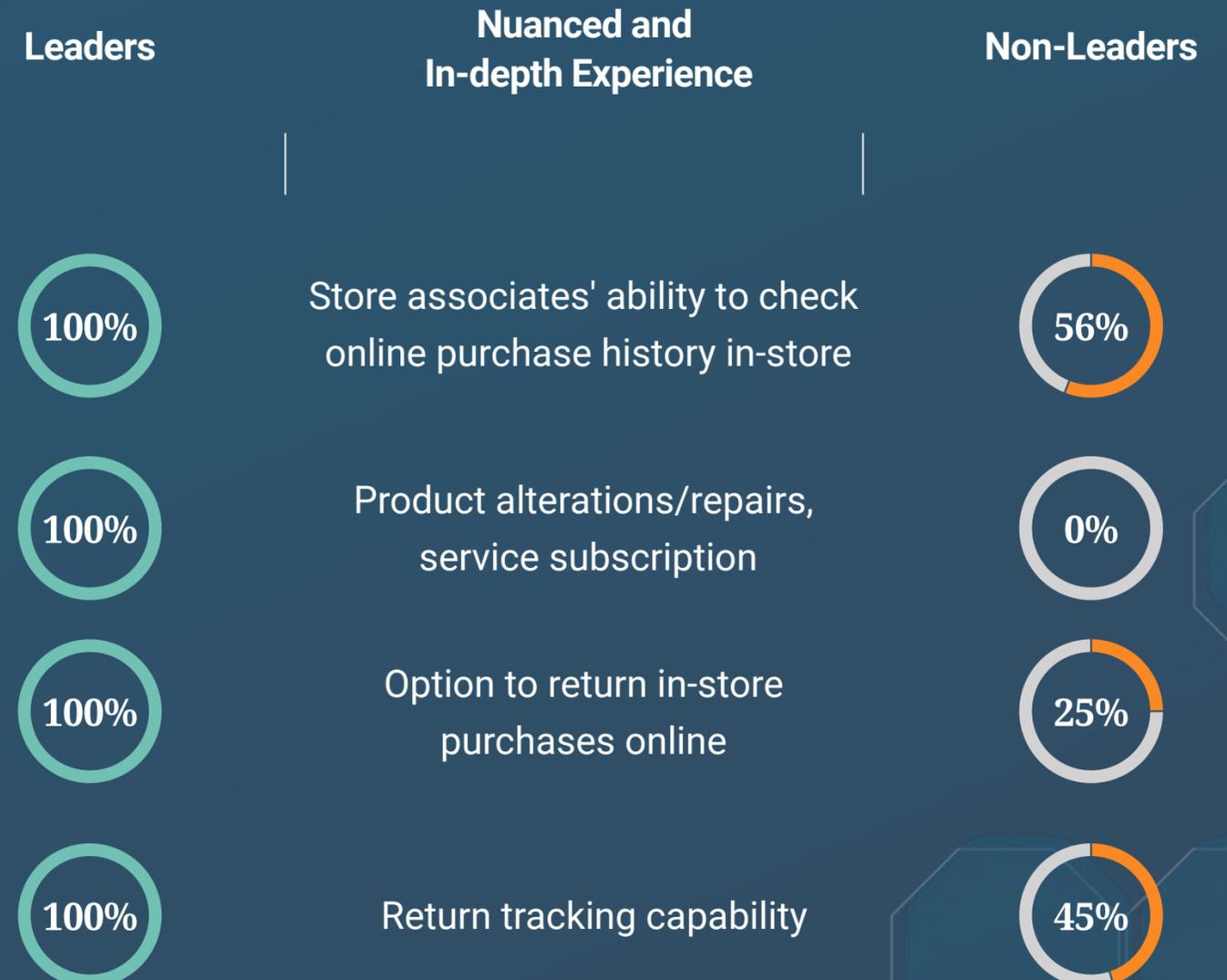
say that the return experience with a brand affects their likelihood to make another purchase in the future.

51% of shoppers

are highly inclined to making a repeat purchase from brands that offer live chat support.

What Leaders do well.

Leaders excel in various areas such as personalized recommendations based on online purchase history, product alterations and repairs, service subscriptions, and the convenience of returning in-store purchases online with tracking capabilities.



Standout capabilities.

Athleisure, Intimates & Footwear Apparel retailers excel in providing exceptional customer support and convenience through support via multiple channels. Additionally, these retailers offer flexible return options, allowing customers to initiate returns or exchanges either online or in-store, and even drop off products at UPS or post office locations.



In-store assistance: Product availability and inventory details, product related information



Flexible returns: Initiate online or in-store returns/exchanges, drop off product at UPS or post office



Support via email, call, and live chat

Improvement opportunities.

However, they can enhance their service experience by offering SMS or social media support and personalized interactions with brand experts. Additionally, retailers can focus on providing product alteration and repair services to address any sizing or garment issues, ensuring a perfect fit for customers.



Scheduling personalized interactions with brand experts



Social media based support

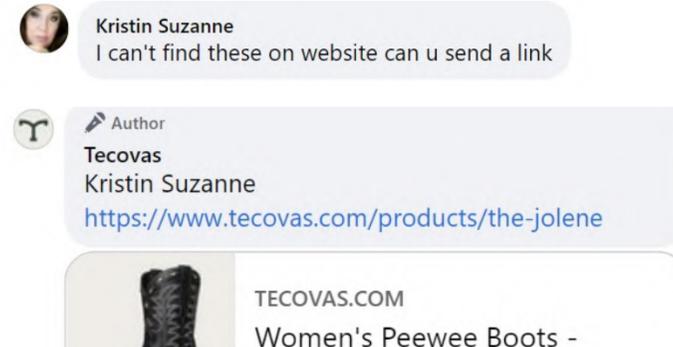


Availability of 24x7 live chat support

Spotlight: Comprehensive Service

Leaders in customer support offer a wide range of service options, including in-store assistance, call centres, social media support, and live agents on websites and mobile apps. They prioritize seamless continuity, consistent quality, and 24/7 availability. Leaders empower customers through personalized interactions with brand experts, social media-based support, in-store assistance for product availability and inventory details, and flexible returns options. These customer-centric approaches ensure exceptional support, minimize wait times, and enhance the overall customer experience.

TECOVAS



Kristin Suzanne
I can't find these on website can u send a link

Author
Tecovas
Kristin Suzanne
<https://www.tecovas.com/products/the-jolene>

TECOVAS.COM
Women's Peewee Boots -

Customer support via social media platforms

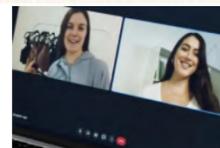
64% of shoppers prefer messaging a brand over calling for support. Social media platforms provide retailers with the opportunity to personalize their interactions with shoppers and offer a convenient option for those seeking quick responses to their queries.

Tecovas offers unified customer support with both self-service and assisted order modifications, including the ability to initiate returns, exchanges and repair requests. It also offers product information and support via social media and live chat. The store associates use iPads to help with any queries and also to checkout customers.

knix

What To Expect From Your Virtual Appointment

- You will be meeting 1:1 in a video call with a Knix Product Expert. Virtual Appointments are not recorded and can be done with the camera on or off—however you feel most comfortable.
- For scheduled appointments, a meeting link will be sent to your email with all the information you need to meet your Product Expert. You'll also receive a personalized email with your favorite items and size recommendations shortly after your fitting.



EXPLORE APPOINTMENTS

Personalized interactions with experts

From receiving personalized tailoring services to scheduling styling appointments, shoppers can directly connect with store teams for issue resolution. These appointments can also be used to place orders and make payments on the phone, and have the order delivered to home or picked up in-store.

Knix allows shoppers to book consultations with in-store experts for product related support and exchange assistance.

Segment Dashboard

Category	Segment Maturity
Overall	Near Lowest
Search & Discovery	Below Average
Cart & Checkout	Average
Promising & Fulfillment	Lowest
Service & Support	Near Lowest

Retailer	Leader In
Aerie	CC
Allbirds	SD
Athleta	SD
Crocs	CC
Intimissimi	CC
Nike	SD
Tecovas	SS
Ugg	O PF

Standout Capabilities

- Enhanced findability: filter products by specific category (SD)
- Advanced product visibility: Callouts for new arrivals, trending, sustainable products (SD)
- Detailed inventory visibility: Highlighting product availability and inventory status in product pages (SD)
- Expedited one-step and guest checkout options (CC)
- View and apply promo codes/coupons at checkout (CC)
- Loyalty points redemption at checkout (CC)
- Order visibility: Status tracking and updates (PF)
- Sustainable product packaging (PF)
- Availability of curbside and store pickup options (PF)
- In-store assistance: Product availability and inventory details, product related information (SS)
- Support via email, call and live chat (SS)
- Flexible returns: Initiate online or in-store returns/exchanges, drop off the product at UPS or post office (SS)

Improvement Opportunities:

- Advanced findability: filters products by availability status or fulfillment method (SD)
- Endless aisle experience: Highlighting low-stock and out-of-stock items, real-time inventory visibility (SD)
- Sustainability initiatives : Highlighting eco-friendly products in stores (SD)
- Innovative new services and business models: Trade-in, recycle, pre-order etc. (CC)
- Detailed inventory visibility: Highlighting inventory changes in the cart, substitute product recommendations for out-of-stock items (CC)
- Expanded payment options: Payment link or combine multiple options for same order (CC)
- Ordering flexibility: modification post confirmation (PF)
- Delivery Flexibility: Split Delivery options (PF)
- Advanced fulfillment options: Locker collection services, free delivery /shipping on all orders (PF)
- Support via social media handle (SS)
- Personalized interactions with brand experts (SS)
- Availability of 24x7 live chat support (SS)

O = Overall | SD - Search & Discovery | CC - Cart & Checkout | PF = Promising & Fulfillment | SS = Service & Support

Dive Deeper with the 2023 Unified Commerce Benchmark for Specialty Retail

For a comprehensive analysis of unified commerce across all specialty retail segments, don't miss the "2023 Benchmark: Unified Commerce for Specialty Retail". Gain valuable insights, best practices, and in-depth case studies from industry leaders beyond your immediate peer group.

Elevate your brand's customer experience and stay ahead of the curve with the full benchmark report.

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