

US Fashion Retail: These Are the Numbers Shaping 2026

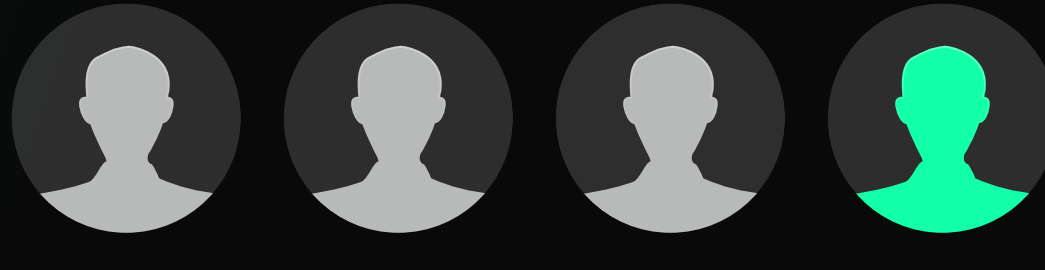
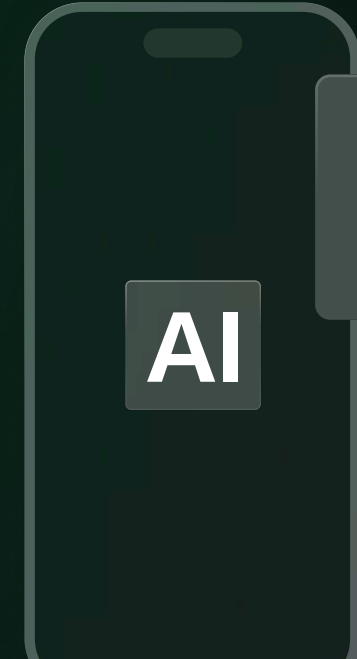
The US fashion market is evolving fast. From AI skepticism to omnichannel dominance, enterprise retailers must align strategy with shifting shopper expectations to protect margins and drive growth.

AI: High interest, low trust



36%

don't plan to use AI at all – one of the highest rejection rates globally

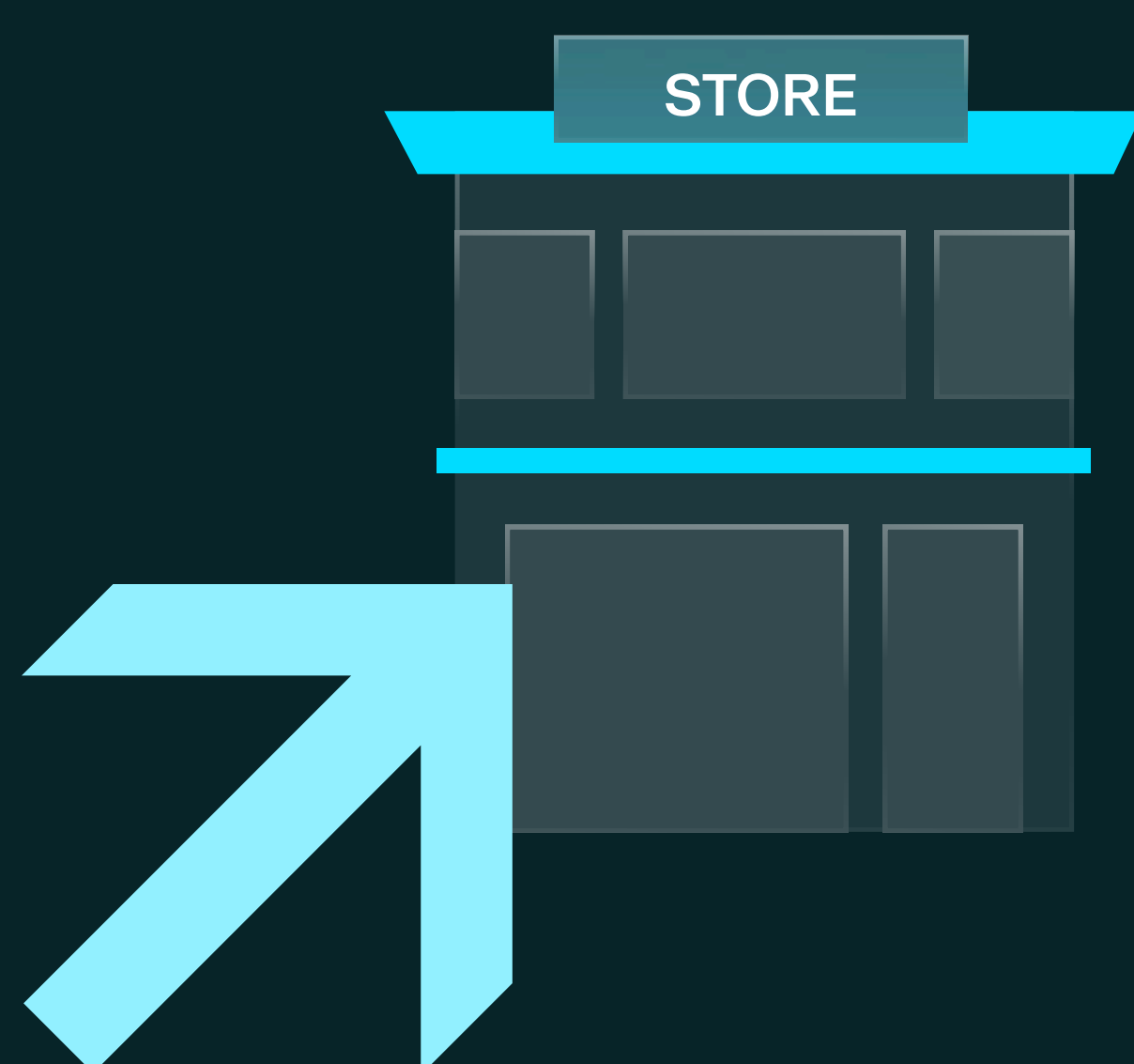


Only 1 in 4 trust AI to purchase on their behalf

Brick-and-mortar still drives discovery

27%

of shoppers begin their apparel journey in physical stores



Trend-driven search is surging

25%

Over 25% search by aesthetic-based trends like “quiet luxury” or “clean girl”

US shoppers are nearly

10%

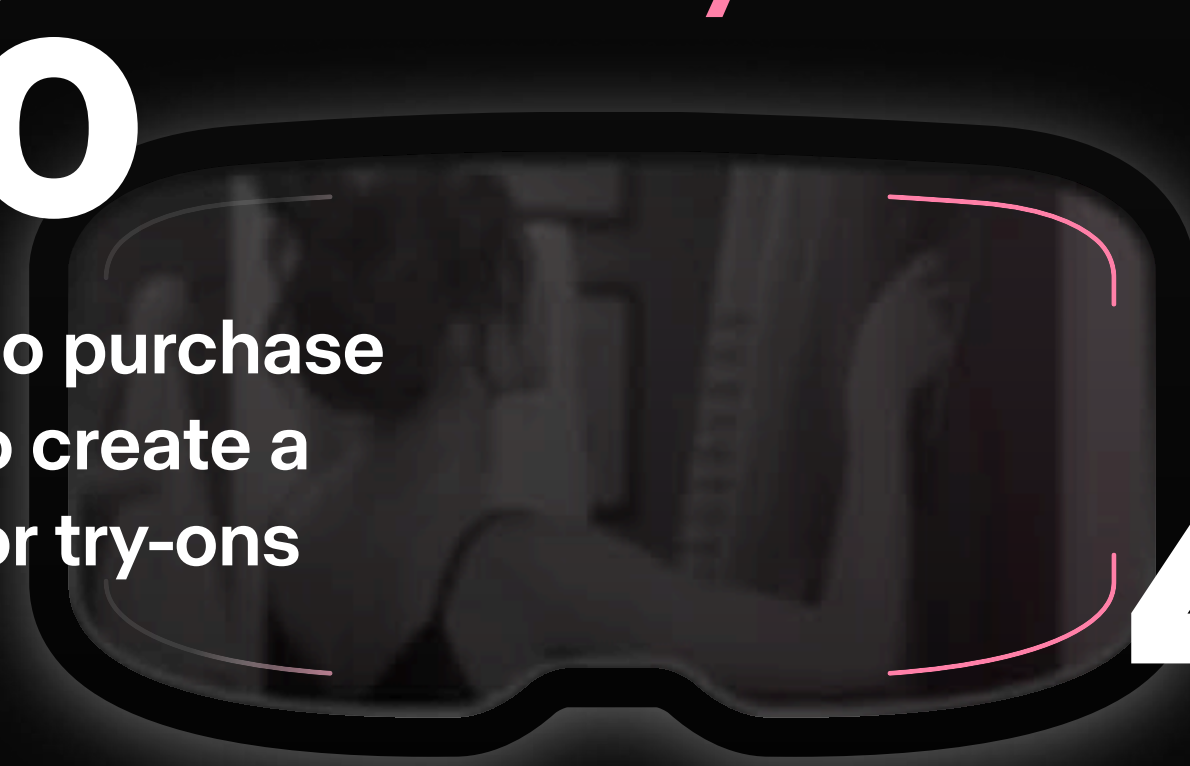
more trend-driven than European consumers



77%

Virtual try-ons boost conversion potential

would be more likely to purchase if they could use AR to create a personalized avatar for try-ons

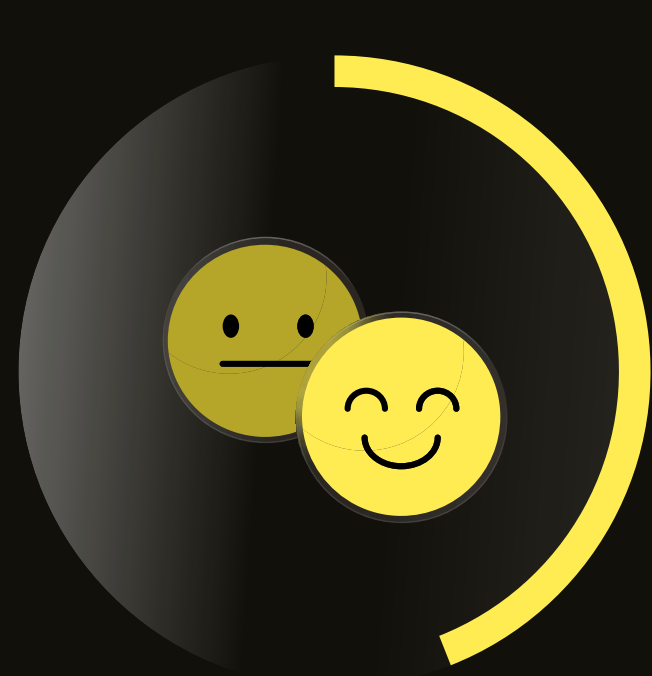


Early pilots show up to

40%

fewer size-related returns

Emotion drives spending



44%

say mood triggers “little treat” purchases



55%

cite affordability



34%

seek instant gratification

Quick commerce: Not yet mainstream

30%

probably wouldn't use fashion q-commerce



20%

definitely wouldn't use fashion q-commerce



Discover how US fashion retail trends shape up in comparison to other countries.

[Download the full white paper.](#)

