

Australia's Evolving Fashion Landscape: Market Shifts, Sustainability, and Digital

Fashion Trends · Answer Key · 10 Questions

1. Which sector is projected to see the fastest growth within Australia's sustainable fashion market by 2033?

- A) Organic Textiles
- B) Recycled Materials
- C) Rental/Resale**
- D) Sustainable Footwear

2. According to recent data, what percentage of Australian consumers consider sustainability a primary factor in their brand selection?

- A) Approximately 30%
- B) Approximately 51%**
- C) Approximately 70%
- D) Approximately 15%

3. What is the projected market value of Australia's fashion tech market by 2030?

- A) \$3.74 billion
- B) \$5.63 billion**
- C) \$10.97 billion
- D) \$28 billion

4. How much did Australian online fashion spending reach in 2024?

- A) \$6.2 billion
- B) \$9.6 billion**
- C) \$13.6 billion
- D) \$16 million

5. What is the estimated compound annual growth rate (CAGR) for Australia's second-hand apparel market from 2024 to 2032?

- A) 4.5%
- B) 7.1%
- C) 11.88%**
- D) 23%

6. What percentage of Australian consumers purchased a second-hand item in the past year, as per a recent study?

- A) 42%
- B) 55%
- C) 72%**
- D) 85%

7. What percentage of total apparel sales in Australia are online stores expected to account for by 2026?

- A) 31.6%
- B) 40%
- C) 46%**
- D) 50%

8. According to The Australia Institute, how many kilograms of new clothing does the average Australian purchase annually?

- A) 15 kg
- B) 20 kg
- C) 27 kg**
- D) 35 kg

9. What proportion of Australia's fashion industry is manufactured locally?

- A) 3%**
- B) 7%
- C) 15%
- D) 25%

10. In 2024, what was the estimated market value of Australia's sustainable fashion market?

- A) \$75.69 million**
- B) \$486.29 million
- C) \$8.04 billion
- D) \$58.03 billion