

# The Fabric of the Future: How AI Is Reshaping the Apparel Industry

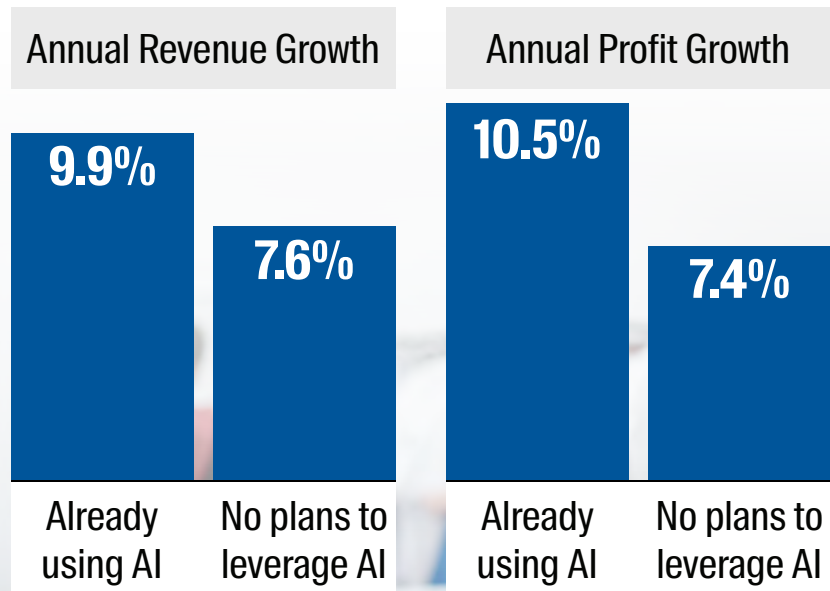


Aptean's recent research report, conducted in conjunction with B2B International, revealed that AI is already **seeing widespread adoption among apparel organizations**.



**77% of apparel companies are at least investigating AI, and more than two-thirds are already implementing or using AI.**

Apparel businesses already using AI saw **higher revenue and profit growth** compared to those that have not implemented AI.



## Industry Voices

“AI helps us swiftly and precisely **analyze massive amounts of data**. To **acquire important insights** from our data, **spot patterns** and **make data-driven decisions**, we use AI-powered analytics tools. This allows us to more efficiently **optimize operations, identify opportunities** and **manage risks**.”

–Supply Chain VP, NA Apparel Manufacturer

“AI is essential for **improving our customer service and engagement**. We deploy AI-powered chatbots to give consumers **immediate and personalized replies**, **delivering a smooth and efficient support experience**.”

–Operations Director, NA Apparel Manufacturer

## Top Applications for AI in Apparel

- 1 Data analytics
- 2 Customer service
- 3 Operational improvement
- 4 Automation
- 5 Supply chain management



If you want to dive deep into the full report, [download it for free](#) today.

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All statistics in this asset are from an original research survey conducted by Aptean and B2B International in Q3 2023.