

Productsup⁷



Fashion feed management guide

Style your product data for success

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In 2024, the global apparel market generated approximately \$1.79* trillion in revenue. Despite inflation, experts anticipate this number will rise to around \$1.84* trillion by the end of 2025. That's the equivalent of every human spending around \$200 on clothes this year. With digitization accelerating and omnichannel shopping becoming the norm, the battle for a share of this massive market will be fought across multiple online and offline touchpoints.

Managing product catalogs and product data is not unique to the fashion industry. Fashion retailers face unique challenges—fast-changing trends, sustainability pressures, and rising demand for personalization. Social commerce has become a key growth driver, requiring brands to adopt channel-specific strategies that cater to digital-savvy demographics.

Meanwhile, inflation has made consumers more price-sensitive, with Gen Z proving less loyal and highly cost-conscious, pushing brands to refine engagement tactics. On the other hand, the Silver Generation (55+) presents a wealthier, quality-driven audience that favors multi-brand retailers and durability over fleeting trends.

So, what is the key to success for fashion retailers? To stay competitive, brands must integrate multiple channels, tailoring content to platform requirements and audience needs. Success comes from balancing optimization, personalization, and a data-driven strategy.

This guide will discuss key opportunities and challenges shaping the evolving fashion retail industry.

*All figures can be found on [Statista](#)

6 tech-based opportunities to boost fashion brands



Automation

AI and machine learning systems can aggregate, merge, and organize hundreds of thousands of SKUs into complete and channel-ready files within minutes. Feed processing automation saves you time and precious resources by eliminating nearly all labor-intensive manual tasks.



Centralization

Centralize all of your product data feed management into intuitive dashboards to enable consistent brand messaging and tone across all touchpoints, channels, and markets. Managing product data from one platform gives you total control over your product catalogs.



Accuracy

Export perfect product descriptions, images, videos, and information that match each channel's requirements and recommendations every time. A comprehensive feed management platform will automatically check all feeds for accuracy and consistency before exporting or updating data to a channel.



Avoid stockouts

Never lose a sale to an out-of-stock item again. Sync your sales channels in real-time to avoid penalties, negative reviews, and frustrated customers. Smart assortment curation keeps shoppers engaged. So, tailor product selections per channel to minimize excess stock and boost conversions.



Lower return rates

A high percentage of returns are triggered by inaccurate or incomplete product data, including missing images, sizes, or simply the wrong data. Ensure your product data is always accurate, complete, and meets all channel requirements.



Transparency

Sustainability in fashion is becoming increasingly important for Millennial and Gen Z shoppers. Feed management platforms like Productsup give fashion retailers a high level of transparency into their products' ecosystems – from the manufacturer to end consumers.

N BROWN



"Using Productsup's feed management platform, we identified low-value products burning into our ad spend. By excluding these products from our shopping feeds, we saved 32% in ad spend and saw a 54% increase in conversions within three months. After this success, we rolled out Productsup to our other brands."

Mike Kindon, Head of Digital Operations, N Brown
[Learn more](#)



Turn retail pain points into a competitive advantage

The same pain points causing headaches to everyone managing or working with product data can be transformed into opportunities, giving you the edge over your competitors. The latest commerce technologies make it possible to centralize and manage all aspects of the product content journey from a single source of truth. Feed management is no longer about matching and meeting requirements; brands must now consider how they can enrich data and monitor the performance of their product data on all channels.



1. Tighten your belt and grow at the same time



“Combating commerce complexity means learning and understanding each channel’s requirements and workflows. Anything good takes some time to build, but Productsup’s wide range of rules, tools, and features cover anything you need while growing your advertising efforts.”

Victor Borie, Previous Global eCommerce Director, NHS

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Strong economic headwinds mean that fashion retailers hoping to weather the approaching storm must consider consolidating, optimizing, and streamlining their product data management operations.

For many apparel retailers, difficult economic times can signal them to revise growth strategies and implement certain mechanisms to limit the impact that reduced consumer spending could have on their turnover.

But “tightening belts” doesn’t have to mean terminating growth strategies or even considering drastic measures such as layoffs. With smart feed management (aka implementing AI-based feed management solutions), product data managers and their teams can reduce their manual feed management tasks to almost nothing. By doing so they can reduce their cost, reliance on IT resources and gain in operational efficiency. By automating feed aggregation, merging data, and optimizing product content for AI-driven search algorithms, brands can ensure their products surface in the most relevant searches.

2. Burning resources? Centralize your product experience

EILEEN FISHER

“Commerce complexity was pretty much my life before I worked with Productsup. Now I’m 100% in control and have everything I need to do a great job at my fingertips. When I go on vacation, it’s always an easy handover.”

Zachary A. Martz, Founder & CEO, ZAMARTZ Consulting

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The surge in online fashion has opened up new opportunities for retailers and D2C brands, but it has also introduced countless digital hurdles. Fashion brands constantly juggle product content updates across multiple platforms—wasting time, money, and resources. With more brands flooding the market and digital ad costs soaring, companies can’t afford inefficiencies in managing product data. Recent data shows the [average conversion rate in fashion ecommerce dropped by 22.13%](#) in early 2025, [while customer acquisition costs surged by 23.78%](#). With growing competition and rising costs, brands must adopt a smarter strategy to maintain profitability.

To stay ahead, you need a flexible, tech-driven approach to product data management. Whether you rely on a DTC model or a wholesale strategy, adopting a centralized solution ensures efficiency, consistency, and scalability. Productsup’s feed management and syndication platform allows you to control SKUs, manage multiple sales destinations, and streamline data tasks, reducing your time spent on individual updates, file synchronization, and FTP requests. The resources saved can be reinvested in strengthening market position or even identifying lucrative growth opportunities on new channels or markets.

3. Build your brand, save on advertising



“I’d recommend the Productsup platform to all companies merging large amounts of data. If you want to do product marketing or product-based marketing, you will definitely be happy with Productsup.”

Roman Iciksons, Head of Performance Marketing & Retail Media, Deichmann

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Trust is the main currency of the future of ecommerce. Brands must be transparent, authentic, and readily available to their customers. A strong, value-based brand positioning differentiates you in a crowded market and ensures that the right traffic converts into loyal customers.

When it comes to building your brand, social channels sit at the top of the funnel, shaping perception and driving discovery. In social commerce, brand-building can reduce your advertising spend as customers organically share or comment on your brand, amplifying your message for higher ROAS.

But, telling your brand story and maintaining consistent, end-to-end experiences across all touchpoints is one of the biggest challenges for omnichannel and ecommerce fashion retailers. Maintaining brand consistency across social channels, marketplaces, and direct channels is essential for driving customer lifetime value and attracting new buyers.

Build consistent, standout brand experiences by implementing technologies that enable smart rules management of all your SKUs. With AI-powered product feed management, brands can efficiently tailor messaging, optimize attributes in bulk, and ensure uniformity across platforms. The result? Stronger brand recall, lower advertising costs, and increased customer lifetime value.

4. Penalties and negative reviews? Make stockouts history

The industry is full of piecemeal software solutions claiming to sync order data across all channels. But more often than not, sellers, suppliers, and vendors rely on the API from websites, [marketplaces](#), or channels to trigger feed updates.

Centralized order synchronization with account-wide scheduling options dramatically reduces the risk of stockouts that severely damage a brand's reputation through negative ratings, bad feedback, or even financial penalties.

Smart feed management and syndication platforms let you schedule as many daily feed updates as the feed target API or PIM system permits. By eliminating the risk of selling items that are out of stock or displaying items that can no longer be sold, order synchronization is an easy-to-implement tool to enhance your brand's reputation.

5. Enhance product information for fewer returns



"Thanks to the Productsup platform, we can streamline and perfectly control our product data, delivering top-notch shopping experiences to our customers."

Maria Karadalieva, eCommerce Platform Manager, PUMA

[Learn more](#)



In 2024, the average ecommerce return rate was [16.9%](#), with consumers returning \$890 billion worth of products, according to Shopify and the US National Retail Federation. Returns come at a high cost with processing expenses—including shipping, restocking, and loss of value—ranging from 20% to 65% of an item's price.

While sizing and fit are top reasons for returns, poor product information is a major factor. [31%](#) of shoppers return items that don't match the description, underscoring the need for accurate listings and high-quality images. Beyond financial loss, misleading product details weaken brand trust, a key driver of customer loyalty. If trust is one of the most important commodities in online shopping, poor product information is one of the most common ways to damage that trust.

Providing accurate product information all the time and on all channels won't prevent consumers from returning items. But by simply providing accurate descriptions, titles, sizes, and images or videos showcasing the item, you can reduce your return rates. It's a simple feed management solution that doesn't require rethinking your logistics or shipping policies or redesigning entire product lines.

With so many channels, formats, and requirements, leverage technologies that enable you to update your SKUs on all channels in bulk.

6. Lead with transparency, win with sustainability



"Our goal is to make fashion more sustainable by helping people sell and buy second-hand luxury items online. This centralized approach allows us to stay organized and ensure that the customer buying experience is consistent."

Jules Burguières, Previous Marketing Science Project Manager, Vestiaire Collective

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Digitization and mobile shopping have given consumers endless choices, allowing them to switch between multiple sites and products in seconds. So, what do they expect? Two key factors: seamless shopping experiences and brand transparency. They want honest communication, accurate product representation, and a compelling brand story.

Sustainability is also shaping purchasing decisions, especially for younger generations. It's no longer enough for brands to churn out fast fashion items and ignore what this is costing the planet for the people who work on the garments or shoes. Customers are demanding accountability and transparency so they can make informed purchasing decisions.

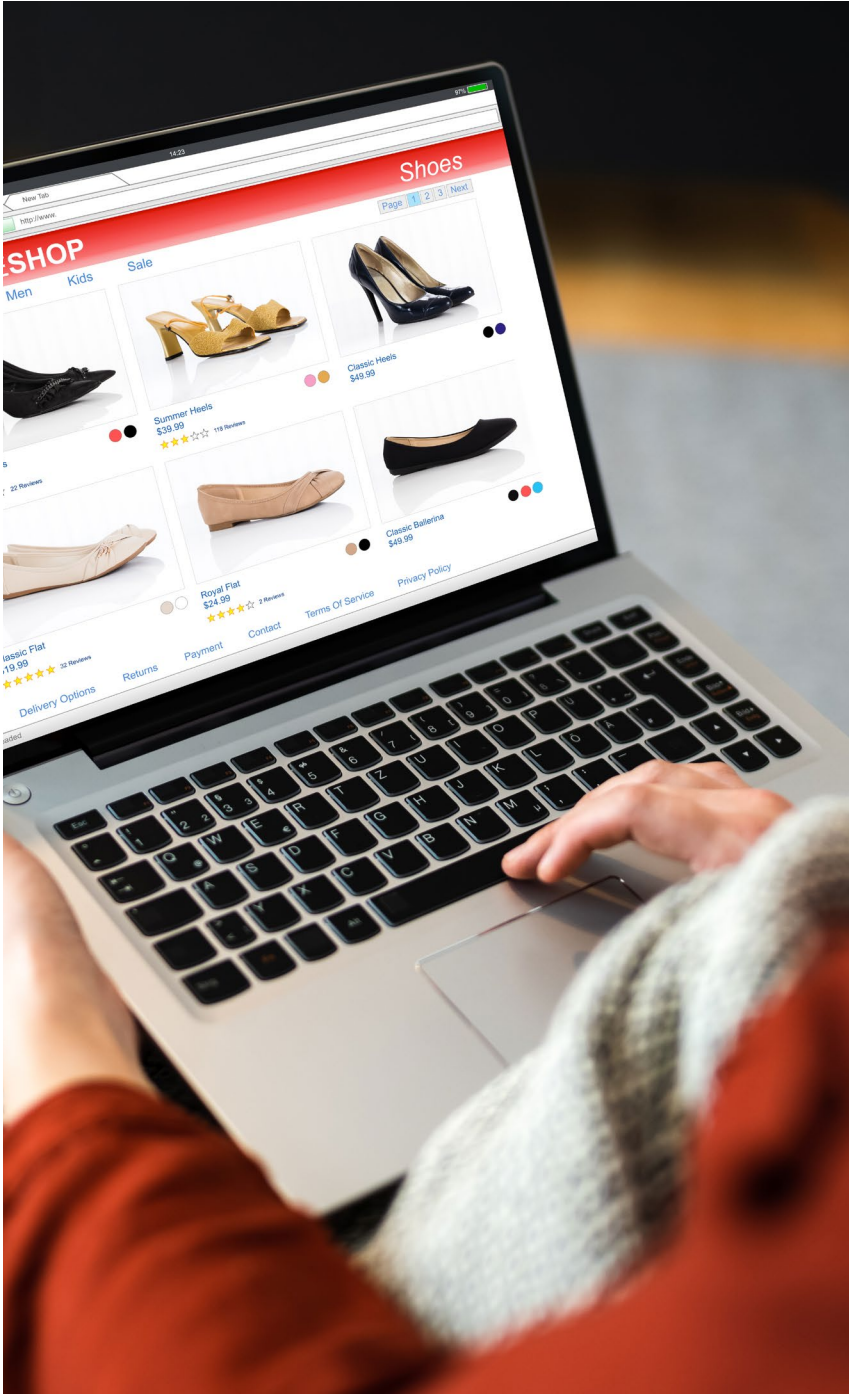
At the same time, profitability and sustainability pressures are growing. New regulations like the Ecodesign for Sustainable Products Regulation will soon require fashion brands to report on excess stock management and prohibit the destruction of unsold items. This makes curating channel-specific assortments, optimizing pricing models, and reducing overproduction essential to success.

Fashionistas are also opening up more and more to [resale fashion](#) – both branded luxury items and second-hand apparel. By the end of 2026, Shopify estimates the global resale market will be worth \$216 billion.

Targeting these consumer expectations requires increasing product and service personalization on the channels where you sell. When consumers feel heard, you can increase the potential for customer retention and brand identification.

Creating excellent shopping experiences fed by high-quality, tailored content that offers transparency on the brand's product life cycles and sustainability credentials should be the current long-term strategy of every major brand looking to secure future success.

Recycled Fibres are made from waste material and thereby saves natural



Discover feed management and syndication solutions

Digital complexity generates impossible workloads for teams managing product data. The only long-term solution to overcome this complexity and grow is to use tech solutions that harness the power of AI and machine-learning systems to automate nearly all labor-intensive product data tasks.

Leading feed management and syndication platforms, like [Productsup](#), come with comprehensive product marketing tools, so you can manage your campaigns end-to-end on centralized dashboards.

The advent of commerce technologies means that fashion brands no longer need to use IT resources to launch new product ranges, seasonal sales events, or explore potential on new channels.

With all current signs indicating that fashion retail is growing again in 2025, retailers must find ways to unlock more opportunities from this trillion-dollar apparel global market.

[Explore Productsup's feed management solution for fashion](#)

[Get in touch today](#)

[Book a demo](#)

Productsup¹
Connecting commerce. Powering performance.

Get in touch today!

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