



SCRAPPY
APPAREL COMPANY

2024 *StreetWear*

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MARKET ANALYSIS





2024 STREETWEAR MARKET ANALYSIS

According to [ResearchReportsWorld](#), the streetwear market is on an upward trajectory, with projections showing a growth of 3.52% CAGR through 2028!

This trend poses an important question:

How can you ensure your products actually resonate with consumers and sell?

You surely don't want to be stuck with thousands of units of unsold inventory.

Here's what you need to navigate the streetwear landscape effectively:

- A comprehensive grasp of the current market and emerging trends
- Insight into your target audience's preferences and behaviors
- An understanding of the key trends driving consumer interest
- Strategies for crafting high-demand streetwear items
- Criteria for selecting the right manufacturing and fulfillment partner

Our experts at Scrapy Apparel are here to help you with this comprehensive report. Equipped with our insights, you're set to make strategic decisions and captivate your audience with garments that are in line with the latest trends.

Understanding the Streetwear Landscape and Its Consumers

Diving into the current streetwear market reveals essential insights about your primary audience and their preferences. With **Gen Z (those born between 1995 and 2012) making up 70% of the streetwear consumer base**, according to [2023 Shopify data](#), it's clear that the younger generation has a lot of influence.

This demographic makes up **40% of all US consumers despite being only 20.67% of the population**, as reported by [Zippia](#).

The [PWC Street Impact Report](#) underscores that **60% of streetwear enthusiasts are under 25**, pinpointing this group as not only active on social media but also possessing the disposable income for streetwear investments. Their style decisions are **predominantly influenced by social media (84%) and their peers (55.9%)**, highlighting the critical channels for engagement.

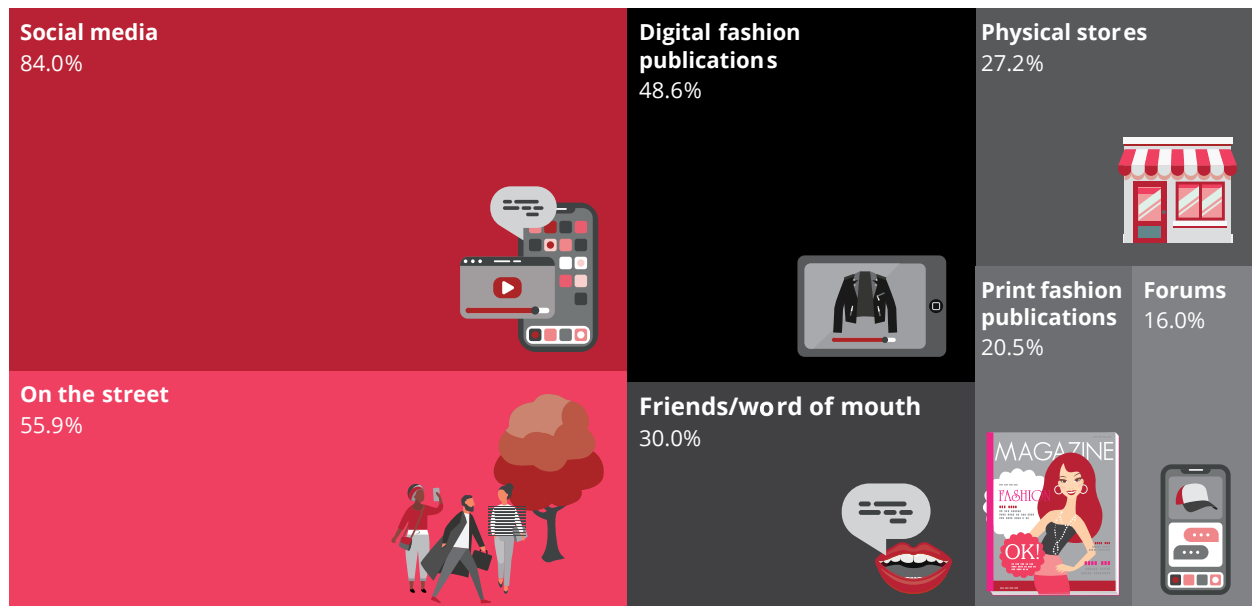


Image from [PWC Street Impact Report](#).

The same report shows that **56% spend an average of \$100 to \$300** on a single item.

This demographic **prioritizes comfort (57%) and quality (56%)** when making apparel purchases. Pay attention to these factors when you're manufacturing your own garments.

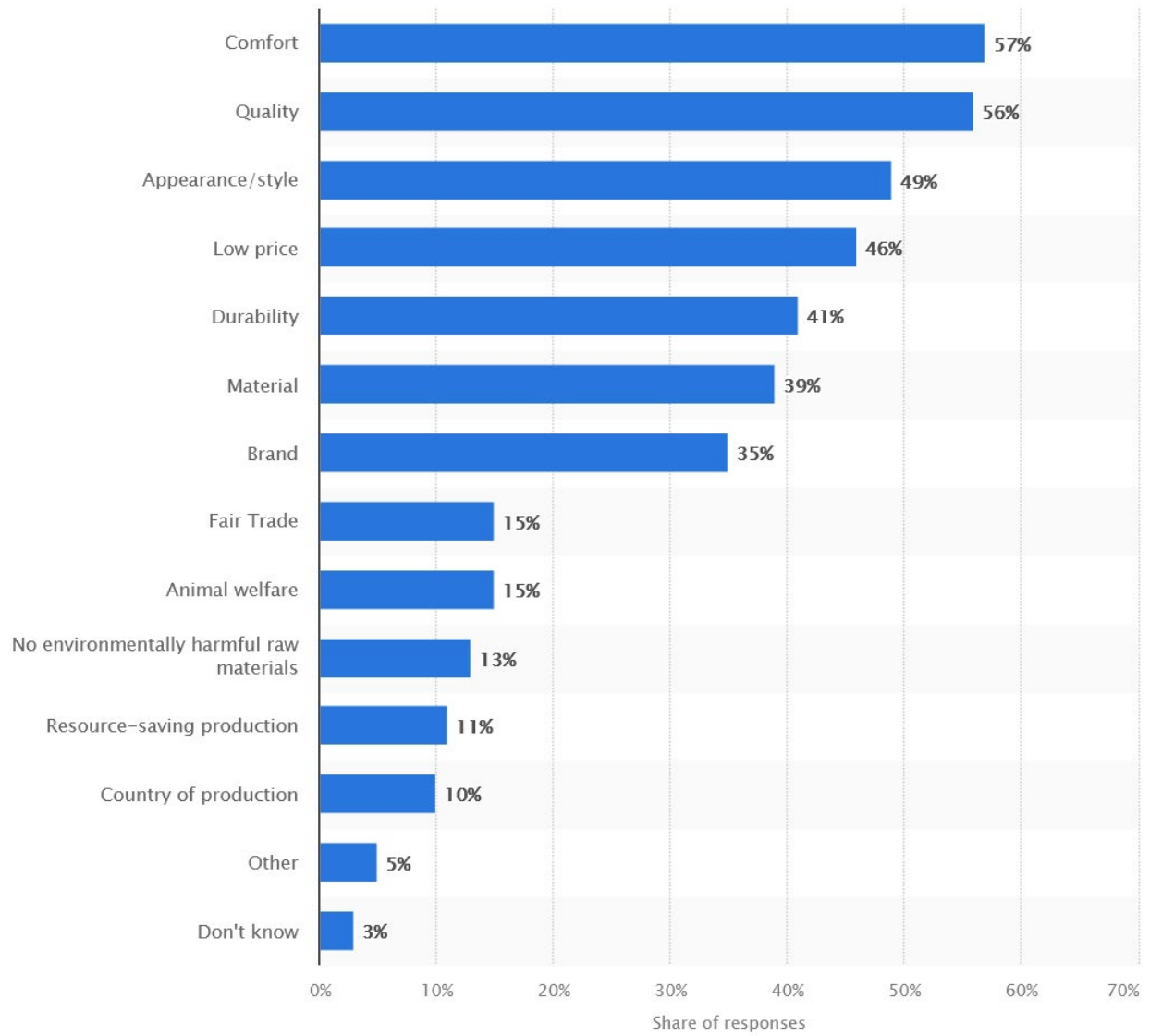


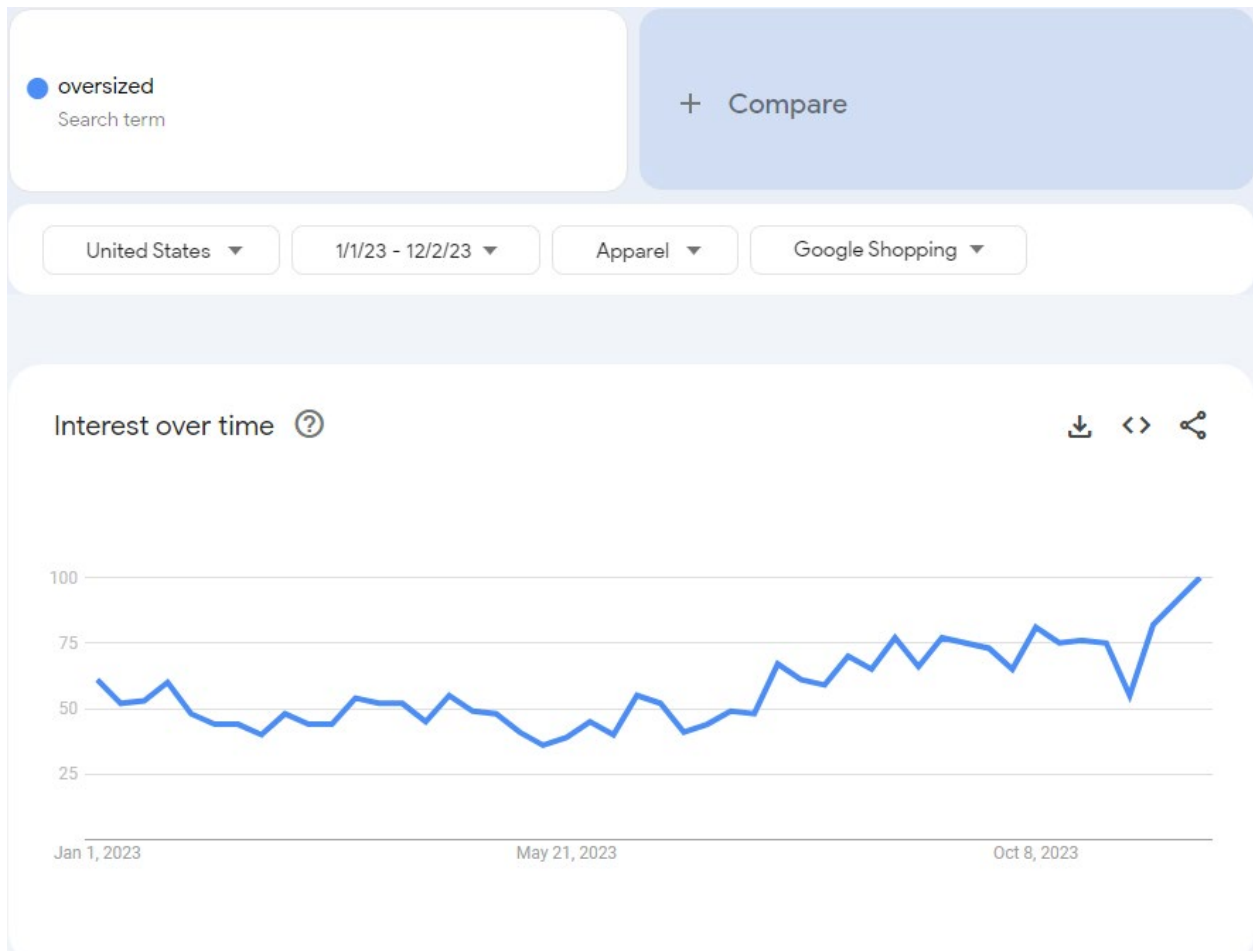
Image from [Statista](#).

Embracing the Oversized Trend: Gen Z's Shift in Fashion Preferences

Gen Z's preference for comfort and style has propelled oversized clothing from a niche trend to a mainstream fashion statement. This shift toward looser, more comfortable silhouettes signifies a departure from traditional fits, with oversized garments gaining significant traction. In 2022, this trend witnessed a resurgence and is anticipated to grow even further into 2024.

The numbers speak volumes about this preference: [ShopLTK](#) reports that nearly double the percentage of **Gen Z (20%) favor oversized clothing** compared to just **12% of the general population**.

This growing demand is reflected in Google Trends, where searches for "oversized" apparel doubled in the latter part of 2023.



This trend is expected to rise in 2024, as Google Trends shows how the search for different oversized terms has greatly increased compared to the last period:

Rising Search Term	Rise in the Last Period in %
oversized t shirts mens	750%
oversized sweatshirt women	500%
oversized sweatshirts for women	500%
scuba oversized funnel neck half zip	400%
oversized linen shirt	400%
oversized sweater women	400%
oversized knit sweater	300%
oversized turtleneck sweater	250%
oversized hoodie men	200%
oversized t shirts women	180%
oversized jackets	180%
oversized button down shirt	170%
oversized t shirt women	160%
oversized graphic tee	150%
oversized tees	100%
oversized sweatshirts	100%
oversized sweater dress	90%
oversized sweaters	70%
oversized sweatshirt	70%
oversized coat	60%
oversized hoodies	60%
oversized sweater	50%

Oversized is Not Plus-Sized

This topic should not be confused with plus-sized clothes, which refers to clothing labeled size 16 and up in the US.

The word “oversized” means the cut is deliberate and meant to fit loosely, like a “**baggy style.**”

Some key features of oversized clothing include:

- Loose fit
- Long length
- Dropped shoulders
- Exaggerated sleeves
- Wide necklines
- Large pockets



Comfort

Oversized clothing is part of the “comfycore” aesthetic and is meant to make the consumer feel comfortable while strutting style.

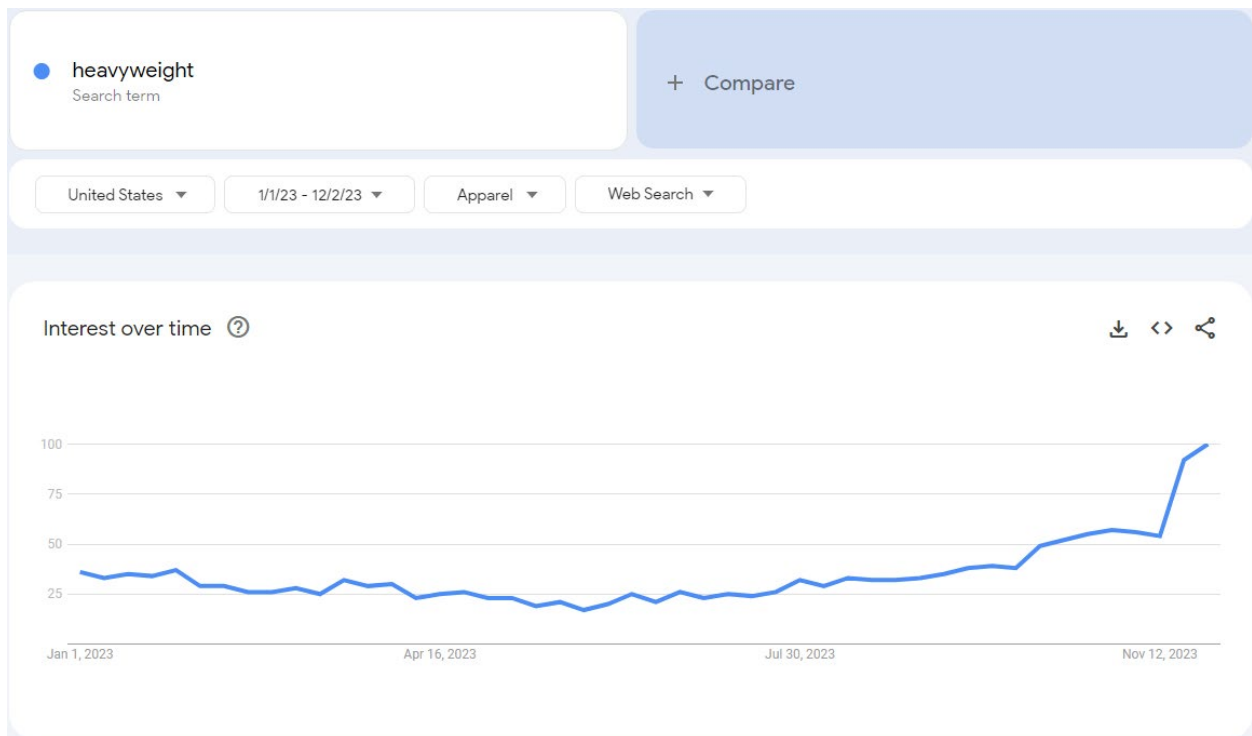
That means the clothing should not only be bigger and baggy, but also use a soft, comfortable, and breathable fabric, which leads us to the demand for heavyweight fabrics.

Heavyweight Fabrics Are in High Demand

“Heavyweight currently is trending now with the younger consumer, with more of a streetwear vibe,” said Kristen Vincent, merchandising manager at Fruit of the Loom, JERZEES & Russell Athletic, to [Impressions Magazine](#).

We are talking about 3-end fleece fabric, typically weighing 10 ounces per square yard (oz) or 340 grams per square meter (GSM).

This statement is proven by Google Trends, which shows that the interest in heavyweight apparel in the U.S. **increased almost 3 times** (from 39 to 100 points) in 2023.



This huge increase in search happens because, according to [Bluestone PIM](#), **63% of Gen Z consumers prefer more durable and higher-quality products**. Heavyweight fabric provides both of these benefits.

At Scrappy Apparel, we have partnered with the **premium brand Lane Seven**, which offers higher-quality heavyweight fabric. We get the perfect 3-end fleece material for the streetwear aesthetic.

Some of the major benefits of their fabric are:

Extended Durability

Heavyweight t-shirts embody durability with their thicker fabric that withstands wear and tear better than lighter tees, ensuring a long-lasting choice.

Ideal for daily wear, they maintain shape, resist stretching, and offer lasting value to customers.



Image from [PWC Street Impact Report](#).

Reduced Transparency

In contrast to flimsy, lightweight shirts that can sometimes show more than you'd like, heavyweight shirts boast a substantial, opaque fabric. This thicker material also serves as an ideal canvas for printing vibrant colors, and crisper, more detailed designs.

This is especially important for streetwear brands that frequently use bold patterns and intense colors to make a statement.

Shape Retention

Unlike lighter fabrics that may lose their shape over time, heavy-material tees hold their form wash after wash. The durable fabric resists stretching and shrinking, ensuring the fit remains consistent throughout the shirt's lifespan.

Structured Fit

The heavy fabric gives the clothing an intentional shape that aligns with the comfycore and baggy aesthetic, making it both stylish and practical.

The robust nature of heavyweight fabrics also means they are less likely to flutter or cling to the body, preserving the loose and relaxed look that is central to oversized fashion.

Better Print Results

T-shirt print results are directly tied to the material of the garment. For the most opaque result in prints, a higher percentage of cotton fabrics are your best bet. (Ex. 70% cotton and 30% polyester)

This heavy fabric is ideally suited to designs that are screen printed, leading us to the next streetwear trend we're about to cover.

Monster Screen Printing: Larger Than Life Prints

Among the different types of printing techniques, data from [Cognitive Market Research](#) states that **screen printing** held the highest custom clothing market revenue share in 2024.

We're not shocked by this, either! This preference shows the technique's versatility and capability to produce:

- Vivid colors
- Complex patterns
- Striking motifs that stand out in a crowd

Screen printing's adaptability allows for a wide range of design expressions, from bold [logomania](#) to the understated minimalism in the [quiet luxury trend](#).



Benefits of Monster Screen Printing with Scrappy Apparel

Wondering how to respond to the demand for oversized and boldly designed apparel?

Scrappy Apparel offers an innovative **Monster Screen Printing** service that gives you the capability to print designs up to 17x22 in. This goes far beyond the maximum printing size local print shops typically offer.

Monster Screen Printing shatters the constraints of traditional screen printing. It empowers designers and brands to bring their most ambitious projects to life with unmatched precision and vibrant clarity, no matter the complexity of the design or the intensity of the colors.

This state-of-the-art service ensures that your garments will stand out. When paired with heavyweight fabrics, it perfectly aligns with the market's demand for oversized fashion.

With the right blend of printing techniques and premium materials, you'll be able to charge luxury-level prices for your garments and increase your profit margins.

By choosing Scrappy Apparel's Monster Screen Printing, you can push the boundaries of fashion with oversized, vivid, and intricately designed apparel that captures the essence of streetwear.



Your Hidden Advantage: Selecting the Right Apparel Partner

Starting your journey in the apparel industry with local print shops and managing fulfillment in-house can offer a strong foundation, allowing for hands-on control and a deep understanding of the process.

However, as your brand gains traction and demand increases, this approach can quickly become unsustainable.

As you scale your operations, you must increase output without losing quality. You'll need to manage larger inventories and deliver orders on time, even as your distribution network grows wider.

At this level, you'll run into production bottlenecks, logistics challenges, and other nightmares that could make you want to throw in the towel.

This is the pivotal moment where partnering with a third-party becomes not just beneficial but necessary.

A specialized third-party provider can handle the complexities of scaling with expertise, offering advanced manufacturing capabilities, robust fulfillment solutions, and the ability to adapt to market demands—allowing you to focus on brand growth and creative direction.

Here are some of the benefits of working with a specialized apparel partner:

Industry Expertise

A seasoned apparel partner brings a wealth of industry knowledge. They'll understand market trends and navigate the complexities of the supply chain. This expertise will accelerate your brand's growth at an unprecedented rate.

Innovative Manufacturing Solutions

The best apparel partners are on top of the latest technology and creative processes. They'll offer you advanced manufacturing services like cut-and-sew apparel or Monster Screen Printing (which is one of Scrappy Apparel's signature services, by the way!)

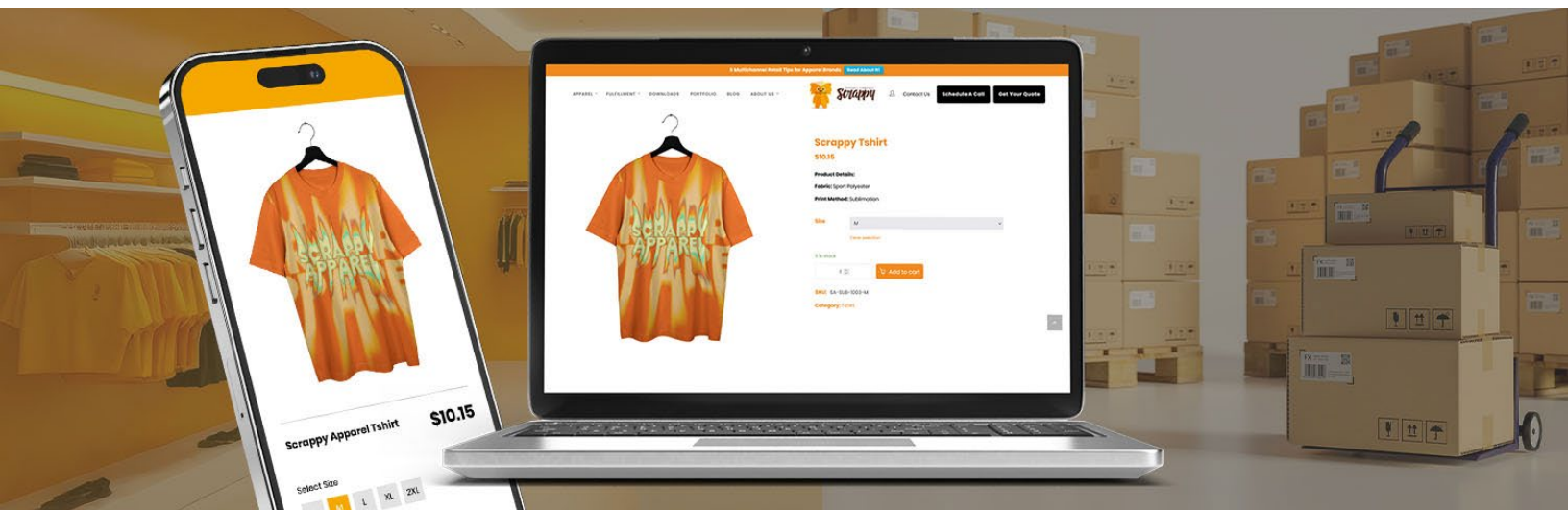
Scalability and Flexibility

As your brand grows, your needs will evolve. An ideal partner provides scalable solutions that adapt to your changing demands, ensuring seamless transitions from 200 garments to 10,000 without compromising on quality or lead times.

Integrated E-Commerce and Fulfillment Services

From efficient inventory management to swift order processing, these services ensure a smooth, enjoyable shopping experience for your customers, reinforcing brand loyalty.

Your choice of apparel partner can significantly impact your brand's trajectory... and next, we'd love to share why a partnership with Scrappy Apparel is the best decision you can make for your brand.



Scrappy Apparel = Scalability. You'll Never Outgrow Our Manufacturing, Fulfillment, and E-Commerce Solutions!

Elevate your streetwear brand with Scrappy Apparel's unparalleled solutions, designed to propel your growth and establish you as a market leader in 2024 and beyond.

Partnering with us will place you at the forefront of the apparel industry. With our manufacturing, fulfillment, and e-commerce solutions, we'll give you the resources to scale to new heights. You'll never outgrow us!

End-to-End, Apparel-First Solutions

We have a deep understanding of market trends, combined with the innovative Monster Screen Printing service and access to premium heavyweight fabric. We allow you to produce garments that meet and exceed the quality and design expectations of your target audience.

3PL MGMT Program that Exceeds Your Expectations

Our **3PL MGMT** program redefines supply chain management for apparel brands, offering levels of support you normally only get with 4PL and 5PL solutions.

We'll manage your production and integrate seamlessly with 3PL warehouses, providing end-to-end support tailored to your brand's escalating demands.

Tailored Fulfillment Processes

Scrappy Apparel recognizes the distinct needs of apparel brands. We specialize in providing e-commerce, retail, and in-venue fulfillment solutions.

We can also help you launch hot market and limited edition drop campaigns that will sell out faster than you can say "Scrappy."

Need to meet specific final destination requirements? No problem! Count on our team to pick, pack, and fulfill orders to meet the needs of each destination you're shipping to.

Dedicated Services

Our monthly management services aim to streamline your supply chain operations. We offer a dedicated account management team, inventory oversight, and real-time tracking with online inventory access.

Assembly Services for Products

Our services encompass ticketing, folding, heat transfers, sewn-in label modifications, polybagging, pre-pack assembly, rebranding, pick and pack, and sizing/sorting.

We are dedicated to delivering holistic solutions to support the growth of your brand in the competitive apparel market.

Full-Service Apparel Manufacturing

Alongside our fulfillment solutions, we offer apparel manufacturing services that satisfy all of your needs, such as:



...and much more!

PARTNER WITH

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TO DOMINATE THE STREETWEAR MARKET

Streetwear is a market that thrives on creativity, quality, and speed.

Our tailored manufacturing, fulfillment, and e-commerce services are designed to elevate your brand beyond the competition.

Contact us today to learn how our solutions will take your brand to the next level.



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