

JOOR Industry Insights:

JOOR

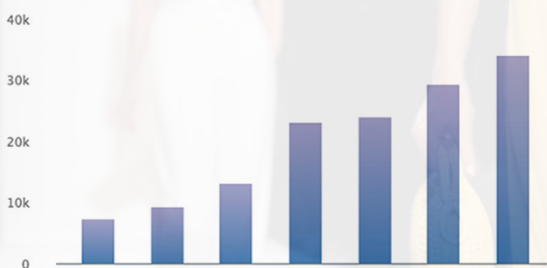
Top 5 Trends in Wholesale for 2026

Silk Dress

Delivery Window
07/15/2026 - 08/15/2026

Sizes
S, M, L, XL

Sales Growth



Color:
Goldenrod

Style:
Chic, Romantic

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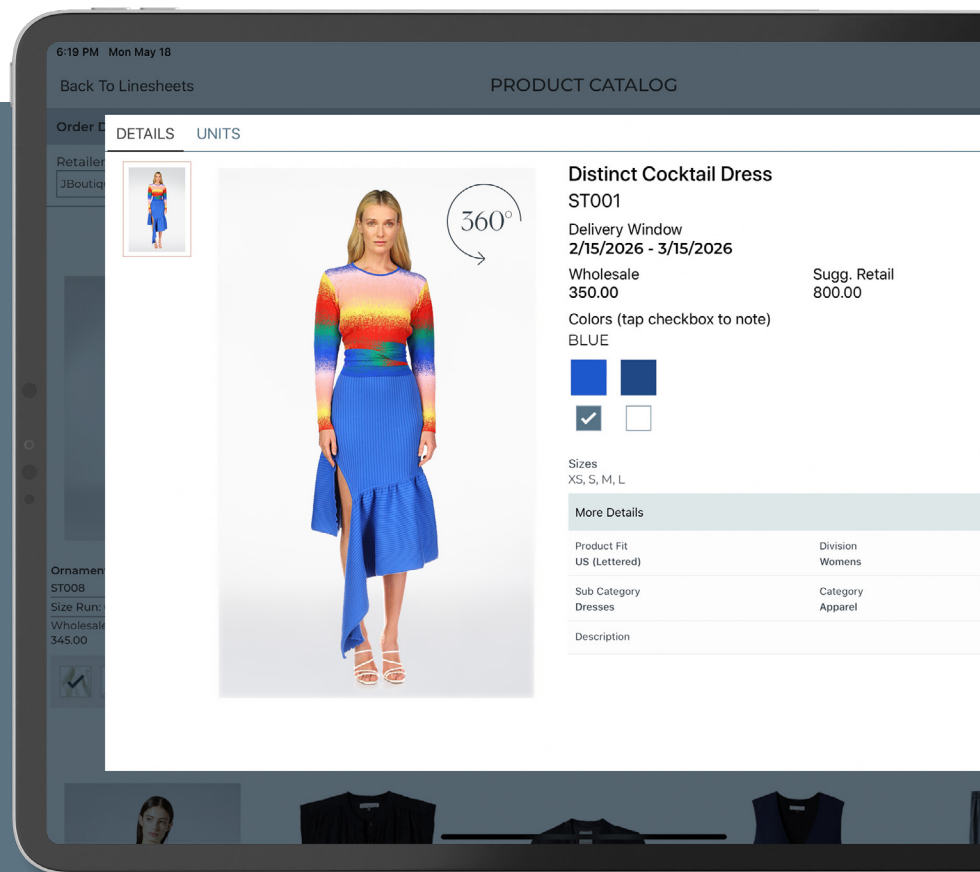
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The fashion industry faced significant shifts in 2025, and as ever, wholesale distribution rapidly evolved to meet the growing demands of the wider retail landscape. For the best chance of growth, brands and retailers must be open to staying agile, reflecting on their efforts, and adapting their approaches wherever possible to achieve success.

As the fashion industry's leading wholesale management ecosystem, JOOR has access to exclusive data from over 14,000 brands and more than 675,000 retail buyers spanning 150 countries, including leading luxury conglomerates and emerging independent talent. This unique vantage point provides us with unparalleled insight into the wholesale fashion business. It is with this authority that we can confidently identify emerging industry trends before anyone else.



With our finger on the pulse of the macroeconomic environment, as well as global buyer and brand behavior, we can forecast where wholesale is headed next and offer market insights to help you future-proof your business. Here are the five major trends we predict will change the fashion wholesale landscape in 2026:



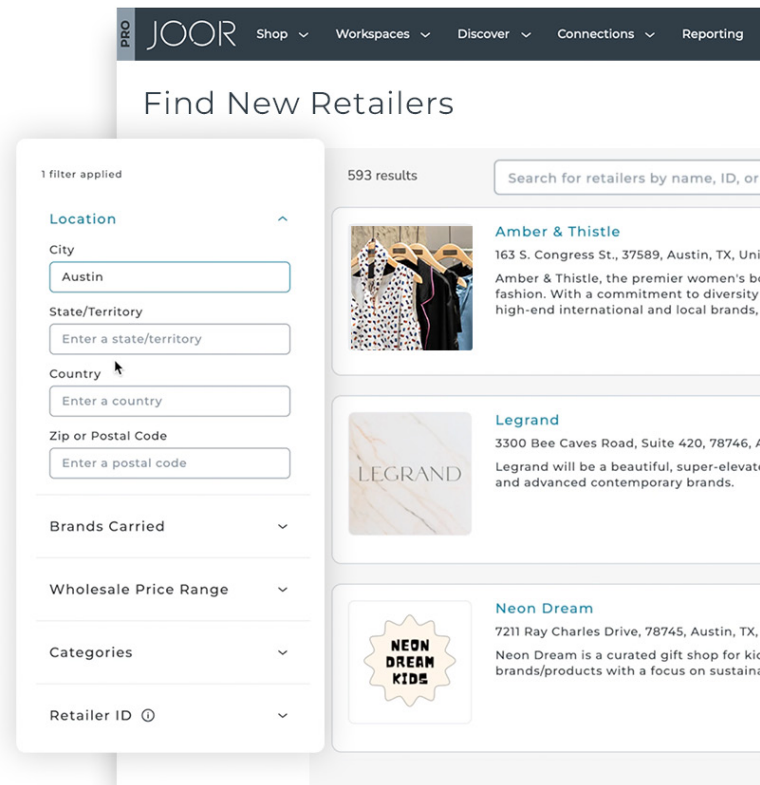
The Resurgence of Wholesale

The Most Profitable Channel

2025 saw the wholesale channel play a pivotal role in driving growth across the global fashion sector. The year's unpredictable climate meant brands across all markets faced rising customer acquisition, shipping, and operational costs, and in turn, many increasingly recognized the value of a diversified distribution strategy. A large number of brands looked to wholesale as a powerful tool for raising brand awareness, testing new products, and scaling profitably. In fact, in our latest market survey, **52% of all brand respondents reported that wholesale is their most profitable channel of distribution.**

Access Untapped Potential

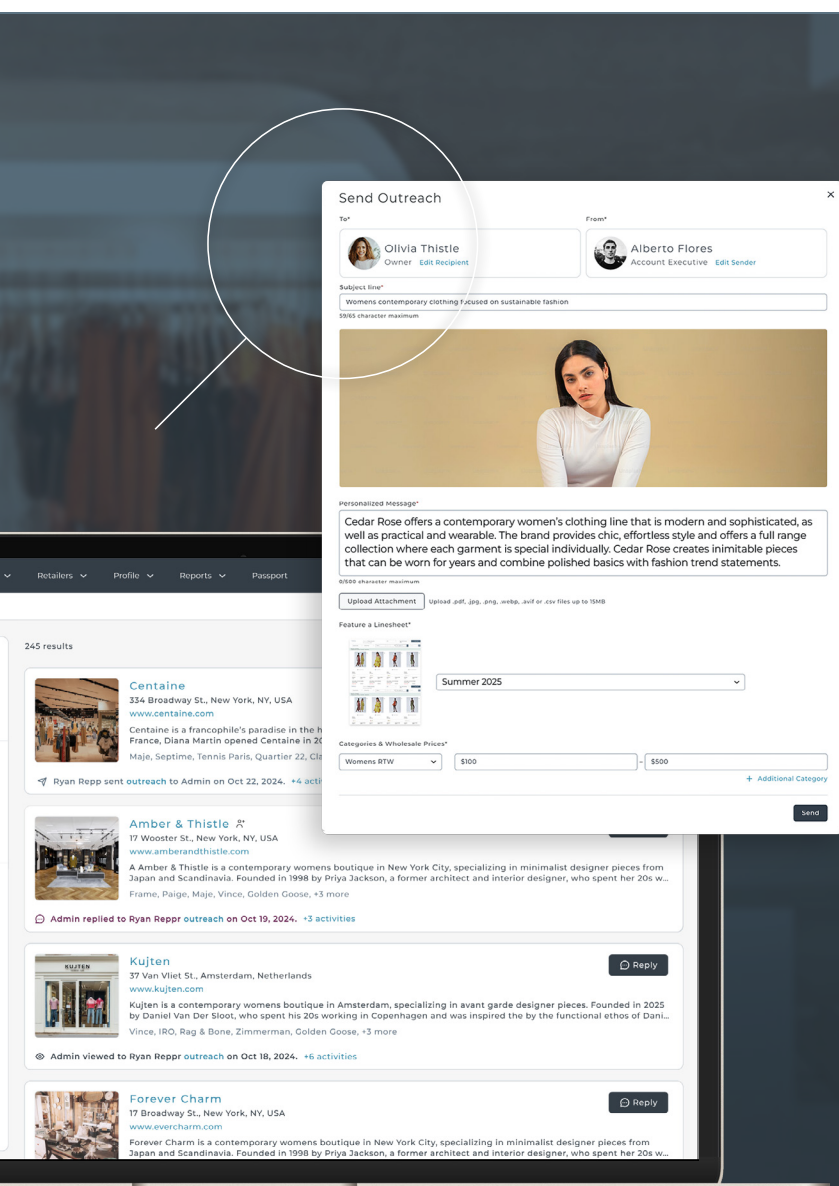
Among those surveyed, wholesale emerged not only as the most profitable, but also the largest channel, accounting for, on average, 57% of brands' total business. These findings underscore both the critical importance of this channel as well as wholesale's ability to drive growth, with 2026 expected to see the channel become even more dominant as more brands enter the space. With **93% of respondents confirming they are looking to grow their wholesale business,** brands have undeniably recognized the power of wholesale, and accordingly, we anticipate increased interest in establishing new connections and retailer partnerships.



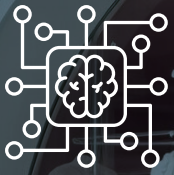
A Tool for Growth

For those who view wholesale as an area of untapped potential, it can be daunting to approach the channel without a solid strategy. Over the last 15 years, our mission at JOOR has been to listen closely to the industry's changing needs and develop innovative solutions to best serve emerging retail trends and ever-evolving markets. That's why earlier this year, we launched JOOR Discover.

Described by Fashion United as 'a sophisticated, data-powered matchmaking tool', JOOR Discover is our data-driven solution that makes finding the right wholesale connections easier, faster, and more efficient. It assists time-starved retail buyers by effectively identifying the best brands for their specific consumers and trend-led assortment needs, and helps brands looking to drive growth and repeat business by leveraging our extensive global network of vetted retailers.



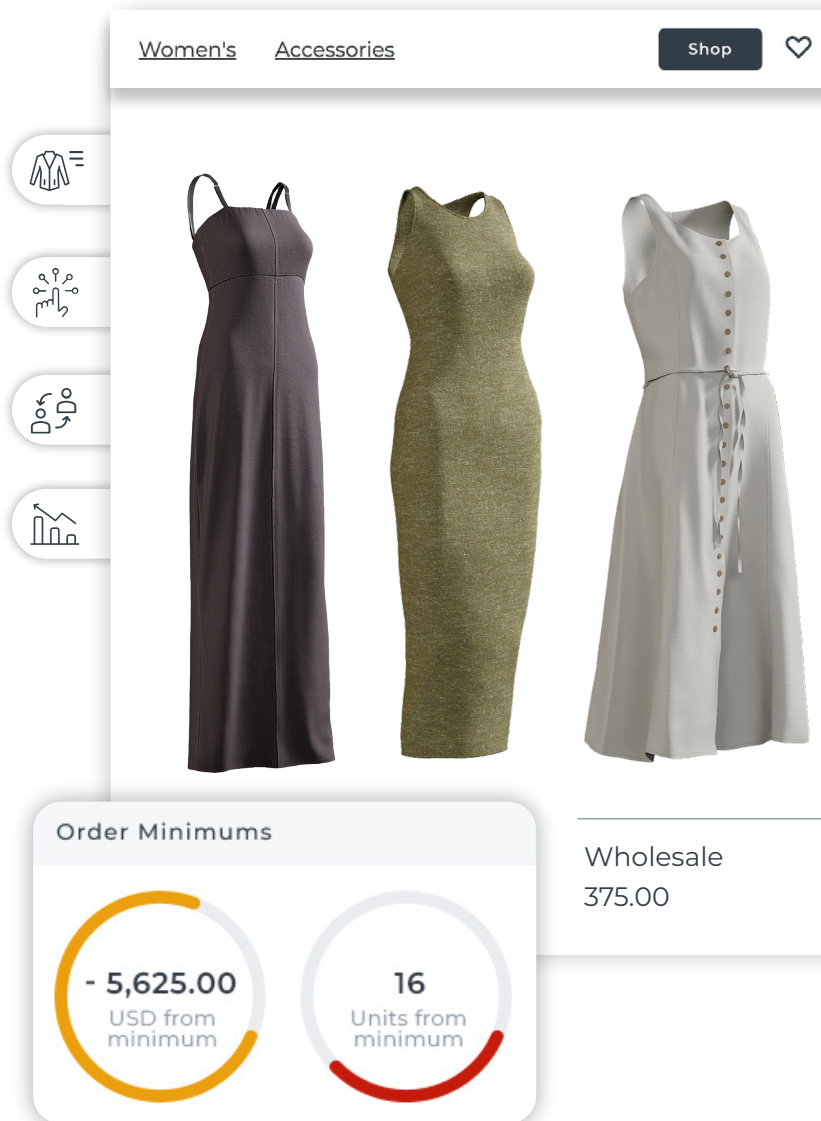
Using JOOR, brands experience a 9x higher success rate in acquiring new retailer clients compared to traditional prospecting methods, with 78% of new clients ordering again and placing, on average, over 5 orders within the first year. Through beta testing JOOR Discover, one fashion brand recorded 55 new retailer connections and 7 new orders in its first four months trialing the new functionality.



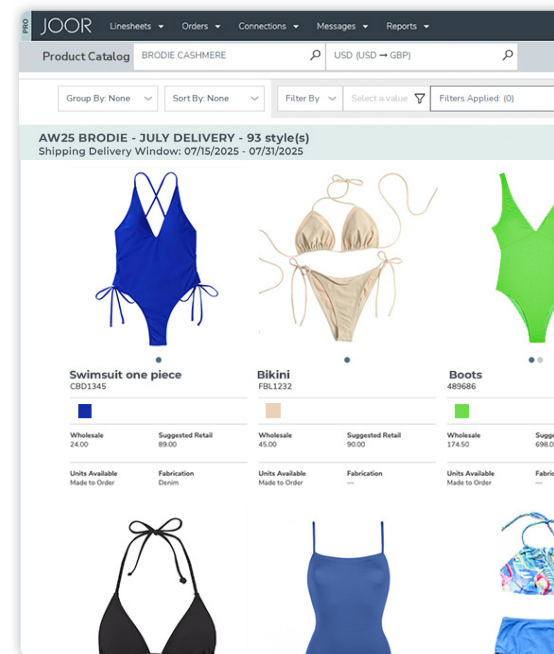
AI-Driven Acceleration

Advanced Technology Spearheads Growth

Artificial Intelligence has dominated industry conversations in recent years, but 2026 marks a pivotal moment when AI will make the move from a tool for operational efficiency to a powerful strategy for unlocking growth. For brands and retailers, understanding how AI can enhance business is crucial to staying competitive in the coming years, as technological advancements will continue to shape digital fashion wholesale processes. AI most often makes headlines for its uses in design; Collina Strada, Moncler, and Norma Kamali have all reportedly used AI systems to generate new products. However, it is advanced technology's ability to transform supply chain and wholesale processes that will accelerate its business impact.



JOOR has already incorporated AI technologies into multiple processes on the platform, such as JOOR Studio Services, which uses such technology to create custom virtual models across diverse body types, ages, and styles. This product offers brands a scalable, high quality solution that allows their retail buyers to easily visualize fit, movement, and design details like never before and allows brands to simplify production, cut costs, and create imagery that truly connects with consumers. JOOR has also integrated AI into the Outreach feature on the platform to help brands automatically generate introductory messages for prospective retail partners, leveraging both brand and retailer data to craft personalized, highly relevant messages designed to increase engagement.



The Future of Wholesale

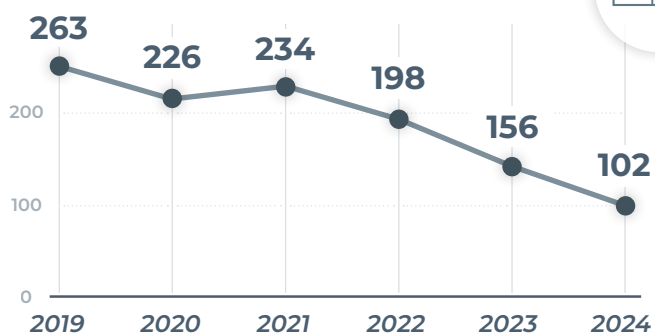
Early AI applications have helped fashion move faster, but the future lies in moving smarter. Given JOOR's vast network of brands and retailers and depth of proprietary data, our potential to harness the power of AI to optimize business results is endless, such as surfacing personalized analytics reports, suggesting retail connections, and generating assortment recommendations. Since AI's effectiveness depends on data quality, the collection and standardization of data will become a key priority across the industry in 2026. For stronger forecasting and inventory management, access to order and sales insights is essential. Investing in a platform that digitizes your product catalog and offers advanced reporting like JOOR sets a strong foundation for data-driven wholesale growth today and prepares your business for the future.



In-Season Buying Is on the Rise

Shortening Order Lead Times

Traditionally, the wholesale sales cycle followed a predictable rhythm: orders were placed and fulfilled roughly six months later. In recent years, however, retailers have increasingly shifted toward shorter lead times, reshaping expectations around production and delivery timelines. JOOR transaction data reveals that the **average time from a wholesale order being placed to the product shipping has fallen dramatically from 263 days in 2019 to just 102 days in 2024**. Buyers are increasingly allocating a larger portion of their purchasing budgets to in-season purchases. As a result, they want access to available-to-sell (ATS) stock that's ready to be shipped immediately to reduce their risk and maximize their chance of growth.

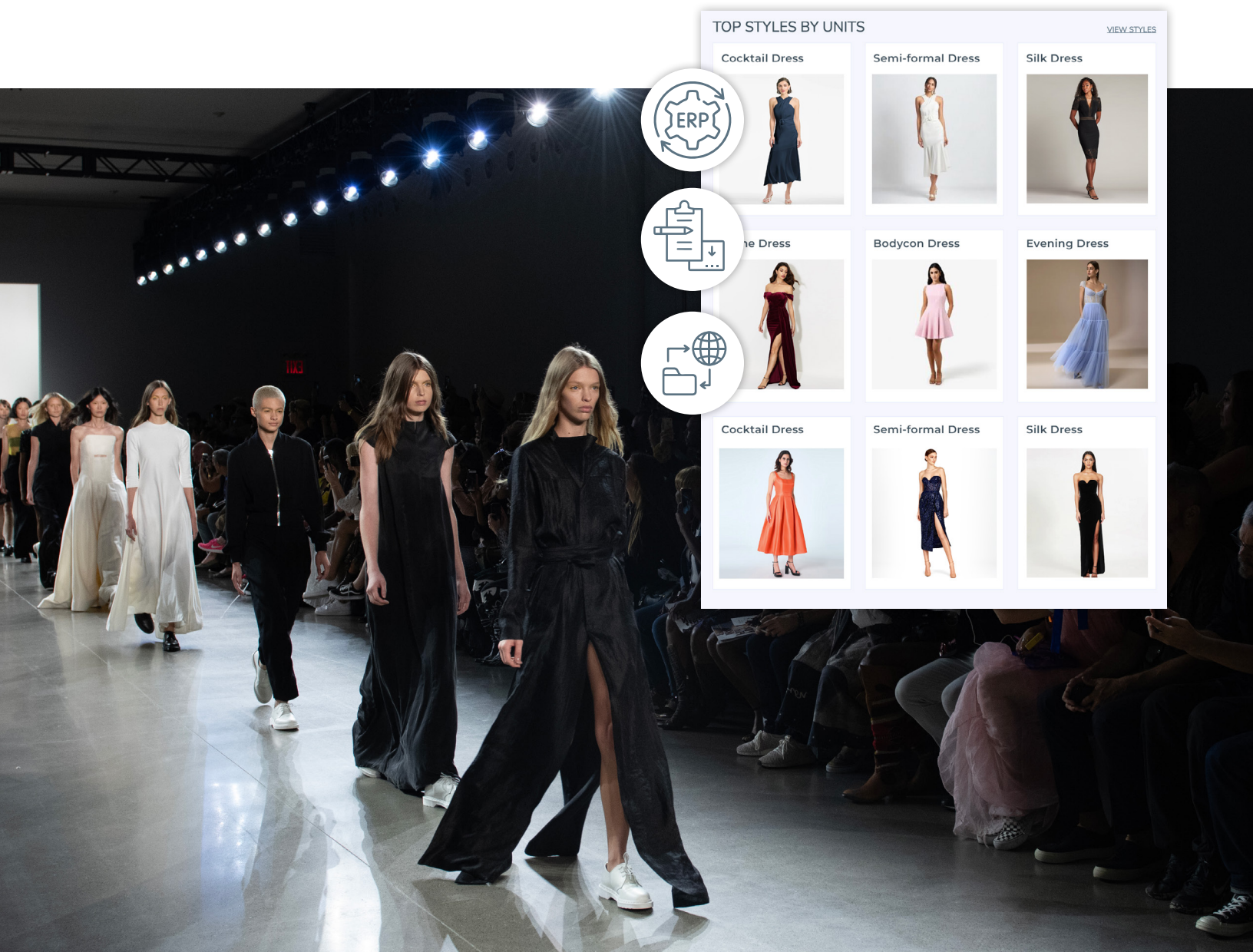


Average days between order placed and shipping has significantly decreased

Making a smaller initial order upfront allows buyers to test a brand before making a large financial commitment. Reserving budget for in-season purchases also helps to mitigate risk in a tumultuous economic environment. This year, tariff fluctuations have caused significant and sudden changes to the industry, so by holding off purchasing until the last minute, buyers are able to better forecast the impact of tariffs and navigate the evolving economic landscape.

Retailers Favor Brands with Flexibility

In response to this change in buying patterns, brands in 2026 should anticipate being asked to hold more stock to facilitate these in-season orders. This can be a daunting idea for many, but the right tools can help brands adjust and make the increase in in-season ordering work for them. Real-time data synchronization is essential to prevent over- or understocking and allows you to make the most informed business decisions. JOOR's wide array of ERP integrations, including with leading partners such as Shopify and NetSuite, help brands sync inventory and order data, saving time while also reducing human errors and overselling. Brands should also consider being open to smaller minimum order quantities in 2026 and offer retailers as much flexibility as possible with delivery dates for the best chance of wholesale success.

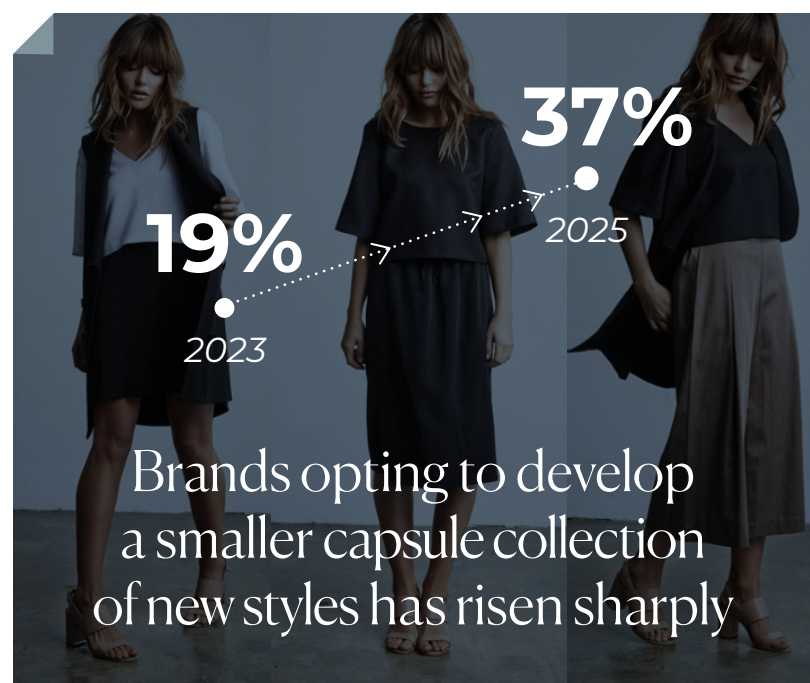




Brands Creating Tighter Collections

Fewer Styles, Bigger Impact

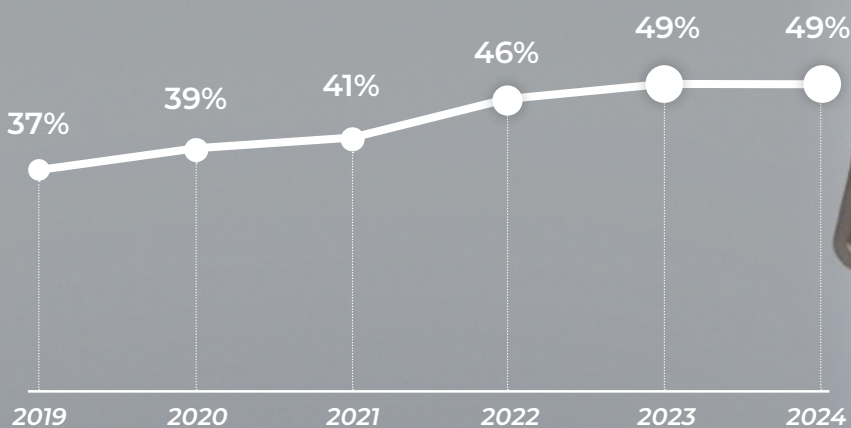
The fashion industry has experienced a notable condensing of collections in recent years, a trend we expect to continue into 2026. Our latest Market Survey found that the share of brands producing a full new collection has steadily declined from 2023 to 2025 (86% to 83%), while the proportion opting to develop a capsule collection of new styles has risen sharply, increasing from 19% to 37% over the last two years. This prioritization of smaller, more focused collections reflects a strategic response to rising production costs and the operational pressures of a more expensive market environment.



Evergreen Reigns Supreme

Now more than ever, brands and retailers are backing known winners. As a result, **evergreen styles are becoming an increasingly important business driver, skyrocketing from 37% of GMV on JOOR in 2019 to 49% of GMV in 2024.** The fact that nearly half of the total transaction volume on JOOR is now dedicated to evergreen product demonstrates brands' continued focus on maximizing best sellers and retailers' continued desire for investment in proven commercial winners. Iconic shapes and styles refreshed in new colorways are a much safer bet for brands than experimental new styles, and as retailers buy more conservatively, evergreen product is even more appealing.

Evergreen styles now account for nearly half of total sales



The Sustainable Approach

As well as trying to please retailers, brands are also tightening their collections to avoid markdowns and overstocking. This is an area of particular concern for European brands. As of 2025, the Ecodesign for Sustainable Products Regulation requires all EU-based brands to report how they manage excess stock, and in 2026, they will make it illegal to destroy unsold products. Creating tighter collections of pieces with a strong sell-through rate is one of the tactics brands are using to try to comply with this new legislation, which benefits sustainability-minded consumers. There is still strong demand for more eco-conscious brands, and Gen-Z consumers in particular are choosing to invest in businesses that align with their values. Brands that choose to be transparent about the fact that they are producing a tighter collection could benefit from increased trust and loyalty from this group.



Indie Retail's Continued Growth

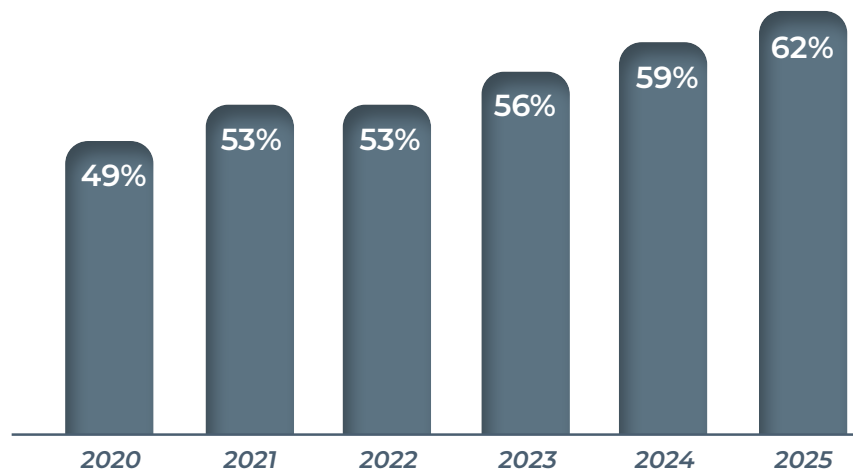
The Enduring Allure of Independents

Independent retailers continued to gain momentum in 2025. First identified in our whitepaper published in 2024, this trend has since accelerated significantly, reshaping the wholesale landscape and showing no signs of slowing down.

Specialty stores and independent boutiques have gained notable market share in recent years, jumping from 49% of total wholesale transactions on JOOR in 2020 to 62% of the total in 2025. Their influence is even more pronounced in the EMEA and APAC regions, where the percentages are 74% and 78% respectively. This upward trajectory is expected to continue in 2026 as more brands realize just how powerful independents can be as retail partners.



Percent of total transaction volume on JOOR attributed to independent retailers continues to grow



Real Global Appeal

The appeal of carefully curated assortments, excellent in-store presentation, and an elevated customer experience is undoubtedly driving better performance. As independent stores are thriving, many brands are leaning into their independent retail connections—also recognizing the benefit this provides in having a wide base of retail partners versus being overly reliant on just a few large accounts. Every year, The JOOR 100 identifies the top independent retailers from around the world, and there were 87 new entrants to the list this year, further underscoring the sector's vitality. While department stores have a cemented place in the fashion wholesale ecosystem, indie retailers are carving their own space, led by customer intimacy and understanding. From London to Lagos, consumers are seeking tangible, real-life experiences that can't be replicated online, and independent retailers are poised to meet that demand well into 2026 and beyond.

Delivery Window:
7/15/26 - 9/15/26

Wholesale:
250.00

Shop Linesheets By

BRAND

All Brands

DELIVERY DATE

☒ All Available
☐ Immediates
☐ Select Date Range

FROM

TO

CATEGORY

+ Womens

+ Mens

+ Unisex

+ Home

+ Baby Boys

+ Baby Girls

+ Baby Neutral/Accessories

+ Girls

+ Boys

Clear Filters

SEARCH

As brands and retailers refine their 2026 wholesale strategies in response to a rapidly evolving fashion landscape, access to data-driven insights is critical for informed decision-making. From tightening collections to shortening order lead times and embracing AI capabilities, forward-thinking businesses should feel inspired to make smart decisions that will help drive growth in the coming year. The role of the JOOR platform in this evolution is pivotal. Through innovative tools and integrations, our vast global network, and our unmatched wealth of industry data, we provide opportunities to expand in new markets, form lasting retail relationships, and strategically accelerate your wholesale performance.

For more information on how JOOR can support your wholesale business, [request a demo](#) or register for a free retailer account today.

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