**Clothing Boutiques Industry**- (SIC) 562105

**Industry Overview**

**Brief History:**

 The [Clothing Boutiques](http://ibisworld.com/industry/clothing-boutiques.html?partnerid=prweb) industry consists of small retail stores that offer only a limited range of apparel and accessories. The history of retail business is as old as 1800. In the early 18th century in the United States the concept of retail was limited to a general store where people would go to shop for things of necessity. A specialty store was only where the population exceeded 5000. Today the retail industry is greatly affected by technological advances, demographic shifts and changing perceptions in the U.S. and globally. Currently, the retail industry is one that is growing and booming the United States.

**Factors that Affect Growth:**

 The retail industry is expected to reach almost $1.3 trillion in 2014, which represents more than 13% expansion in five years. The top seller of the market is women’s clothing, which is over 51%. Although this industry was affected by the economic recession, the retail industry is still recording growth. The retail industry is not limited to just sales but also involve marketing, merchandising, inventory, and customer service. Factors helping the growth of the industry revolve around fashion and consumer income. Also, the clothing boutique industry is constantly changing, advancing with more technology uses, and fashion trends generating new demand on a regular basis. People, especially the younger generation, continue to buy, trying to keep up with fashion trends.

**Government Regulations:**

 Advertising laws and regulations exist at both the federal and state levels in the retail industry. These rules in the industry manage the messages companies may use when attempting to persuade consumers to purchase products and services.

**Leading Businesses in the Industry:**

 Just to name a couple of the top leading clothing boutiques in the U.S. that are also international; Zara, H&M, and the Gap.

**Estimated Size of the Industry:**

**Industry Trends:**