

Learn to Sell Folding Boxes to Apparel & Accessories Businesses

The US Apparel market is expected to rise above [\\$3 trillion in 2030](#), up from \$1.9 trillion in 2019. In the ecommerce industry specifically, the global fashion market is expected to [reach \\$672.71 billion in 2023](#), up from \$485.62 billion in 2020. Such a growing market presents a myriad of opportunities in related industries, including those selling folding box packaging.

Apparel and accessory companies use a wide variety of custom packaging. The packaging comes in a range of designs, shapes, and sizes for products like watches, jewelry, shoes, and numerous other product types.

That these businesses need packaging makes them an ideal target for companies selling folding boxes, but how to find them?

Where To Find Apparel and Accessories Clients?

Businesses typically want to make themselves noticed, so they shouldn't be difficult to find. Online directories are a good place to start looking, and we've offered some more ideas below.

Google

You can find pretty much what you want on Google, including apparel and accessories businesses. While a search on Google's main search engine will bring up results, you will also find results on Google Maps.

Product Searches

This method also involves using Google, but with a bit of a twist. Instead of directly searching for companies, you can instead search for apparel and accessory products. Once done, you will have numerous ads for products appear, along with details of the company selling them.

Existing Clients

Some of your existing clients will also likely be in the apparel and accessories sector, meaning they may need your folding boxes. Get in touch with them to let them know you can help them, while you could consider trying to upsell them on their existing purchases from you.

How to Reach Apparel and Accessories Businesses

In order to sell to these companies, you will first need to reach out to them. Thankfully, they are easy to find on numerous channels.

Social Media

You will find many of these businesses on Instagram and TikTok, which are ideal platforms considering the nature of their products and the preferences of the people who buy them. Other platforms like Facebook are another great place to look for companies, while Facebook also has many communities dedicated to related products. Stores will often allow you to send them messages directly, and there are usually other contact details you can use.

Stores (Ecommerce and Brick-and-Mortar)

Many apparel/accessory businesses will have their own ecommerce or brick-and-mortar stores. As mentioned previously, such stores can be found easily online and in directories. Simply give them a call, email them, or visit them in-person.

Trade Shows

Trade shows are an excellent way to get in touch with other businesses. You can consider visiting a trade show as an attendee or try getting your own stall. Either way, you are bound to get some quality leads, while trade shows are also an excellent networking opportunity.

Start Selling Folding Boxes to Apparel and Accessories Businesses Today

These companies need your folding boxes, making it a great idea to get in touch with them as soon as possible. When you approach them, it's best to take an approach that involves educating them about your products and how they can be beneficial to the needs of their business. Such companies are also easy to find and usually easy to get in touch with. If you would like to get involved in this growing and exciting industry, SinaLite will make the ideal partner. With expertise in the industry, our team will help you by providing custom printed folding boxes at great prices, helping you to enter the market quickly and with limited risk.