

# iSize

DESIGN WITH CONFIDENCE

## Enabling data-driven product development, improved fit, and optimized market coverage

iSize is an international body measurement portal enabling advanced analysis of body data and sizing strategies.

Including industries such as apparel, automotive, medical, and military, iSize provides access to representative national size survey data from countries worldwide.

By transforming real human measurements into actionable insights, iSize enables optimized sizing, improved fit, reduced returns, and faster, data-driven product development for both digital and physical applications.

## Customer Challenges in Product Design & Sizing

- » Human bodies are continuously changing – influenced by age, lifestyle, environmental factors, and societal developments
- » Globalized markets – varying size standards across regions make international product launches increasingly complex
- » Product development complexity – aligning sizing strategies across multiple markets and product lines is time-consuming and prone to errors
- » Increasing time pressure – products must be developed and launched faster than ever
- » Outdated sizing models – traditional age- or gender-based concepts no longer reflect real body proportions and diversity
- » Slow adaptation to market shifts – delayed responses to changing body shapes, demographics, and customer expectations
- » E-commerce & high return rates – poor fit leads to costly returns and reduced customer satisfaction



## Key Features

**Target market definition:** Define single or combined target markets for precise, application-specific analyses

**Market mix:** Weight countries and gender distributions to build realistic combined markets

**Body measurement analysis:** Advanced statistical analysis of body measurements, correlations, and percentiles in accordance with international measurement standards

**Analysis of sociodemographic data:** Evaluation of demographic and socio-economic variables to support ergonomic and apparel applications

**Morphotype analysis:** Analysis of measurements and distribution frequencies for individual and combined morphotypes

**Standard size charts:** Access market-specific size charts as a foundation for data-driven development

**Size chart optimization:** Optimize primary and secondary measurements with transparent before-and-after market share analysis

**Size chart comparison:** Compare size charts to identify differences, overlaps, and coverage gaps

## CONTACT US

Humanetics Digital Europe GmbH  
Europapallee 10 D-67657 Kaiserslautern  
P +49 631 343593-00  
contact.hdeu@humaneticsgroup.com

# iSize

DESIGN WITH CONFIDENCE

## Key Benefits

### Design with Confidence

Base your product development and sizing strategies on representative body measurement data rather than assumptions. iSize provides reliable insights into real human body dimensions across different populations.

### Improved Fit and Customer Satisfaction

Align products with actual body proportions and shape distributions. Better fit leads to improved comfort, usability, and customer satisfaction across diverse target groups.

### Reduced Returns and Associated Costs

Poor fit is one of the main drivers of product returns, especially in e-commerce. Data-driven sizing helps minimize fit-related returns and reduces operational and logistics costs.

### Optimized Size Coverage for Target Markets

Identify the most relevant sizes for specific markets and ensure that product ranges cover the majority of the population effectively.

### Faster and More Efficient Product Development

Access ready-to-use anthropometric insights and streamline sizing decisions, enabling teams to develop products faster and with greater confidence.

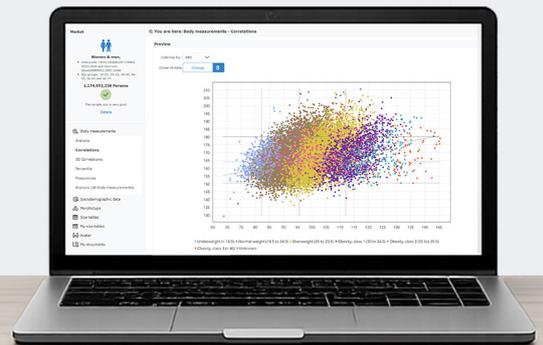
### Scalable Solutions for Global Markets

Analyze and compare different countries and regions to develop sizing strategies that work across international markets while respecting local body characteristics.

### Evidence-Based Decision Making

Support product design, engineering, and sizing strategies with objective data, reducing uncertainty and minimizing the risk of costly design decisions.

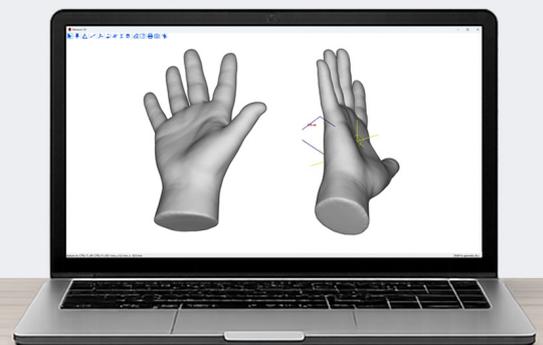
## New Features Release 2025



New accelerated datapool SizeGERMANY 2026



Various new visualization options for diagrams



New hand and finger data pool