Childrenswear - UK - January 2012

Report Price: £1750 / $2837 / €1995

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"The childrenswear market is profiting from the shift towards smaller and wealthier families. More women are delaying motherhood until their thirties, when they are financially secure and better positioned to splash out on their new arrivals. Affluent AB parents have an affinity for high quality children's clothing, encouraging premiumisation within the market. Retailers with higher price points need to emphasise the superior calibre of their childrenswear offering, and how these garments excel on comfort and durability, and hence are worthy of the initial investment."

– Emma Clifford, Fashion and Clothing Analyst

In this report we answer the key questions:

- **How much influence do supermarkets have in the childrenswear market?**
- **Who has the greatest say in what clothes are bought for children?**
- **What influence does the internet have within the childrenswear sector?**
- **How does what parents look for in clothing differ to what children look for?**
- **Has children's clothing become too grown-up?**

Definition

For the purpose of this report, childrenswear incorporates all clothing for children aged 0-14 years, except for schoolwear. Baby and infantswear relates specifically to clothing for children up to age 4, but excludes nappies, disposable nappies, bibs, etc.

Footwear is not included in this report, unless otherwise stated. Some children reach full adult sizes before they reach the top of this age range, and will shop in outlets that cater for fully-grown men and women, rather than for children per se. The market sizes do not include this spending, as it is already included in data for womenswear and menswear. However, discussions of outlets used for shopping include outlets that sell adult sizes to children.

Value figures throughout this report are at retail selling prices (rsp) unless otherwise stated. Market sizes at constant prices are calculated using Mintel's clothing & footwear deflator.