Clothing Retailing - Europe - October 2017

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"Clothing retailing is changing. Consumers are becoming more demanding and too many well established retailers have failed to respond adequately. New dynamic retailers are developing to take their place – some online only, but others combining online and stores."
– Richard Perks, Director of Retail Research

This report looks at the following areas:

We cover the top five economies in detail in the individual country chapters of this report Clothing Retailing – Europe and in the Executive Summary – Europe – The Market chapter we also provide data on another 25 European economies. More details of retailing in these smaller markets plus Russia and Turkey can be found in Mintel's European Retail Handbook, September 2017. Single country reports on Clothing Retailing are also available for the UK, France, Germany, Spain and Italy.

Clothing specialists are the focus of our report, because they are still the dominant channel in the market. That is changing. The specialists are losing share in the market, sometimes to non-specialists (such as the supermarkets in the UK) and sometimes to online retailers. It is our normal practice to follow the classifications used by the national statistics offices, but in clothing that needs to be widened. Online retailers, such as Zalando, are treated as "non-store retailers" in the national statistics, whereas we feel that they are actually clothing specialists and the distinction between them and store-based retailers is to a considerable extent artificial. We have also included Amazon, which although a "non-specialist", is actually a major online player in clothing as well. In this report we have tried, where possible, to reflect the actual competitive situation.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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