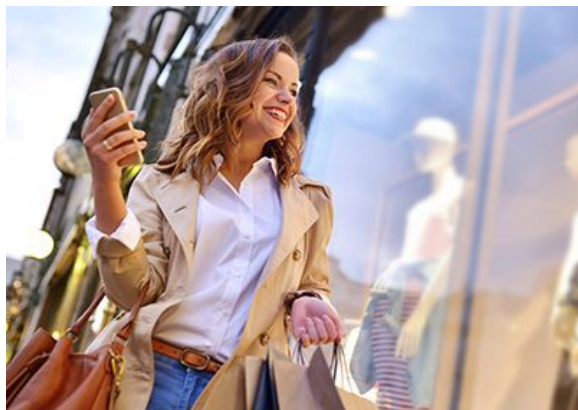


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“We know that online is changing the nature of clothing retailing, but it is less clear just how much and whether what we are seeing in the best developed online countries, notably the UK, will be followed elsewhere in Europe. We think that it will. Margins on branded ranges are coming under pressure.”

– **Richard Perks, Director of Retail Research**

This report looks at the following areas:

It is easier to compare retailers and brands, so that customers no longer have to give retailers the benefit of the doubt. That is raising the stakes in fashion retailing. We are seeing that at its most advanced in the UK, but the problems of so many major clothing retailers - from those that are struggling, such as C&A, to those that have failed, such as VD - owe much to the increasingly competitive nature of clothing retailing and that is driven at least in part by the growth in online. At the end of the day, that means that customers will be better served, though it may not be by the retailers that they are most familiar with now.”

We cover the top five economies in detail in the individual country chapters of this report Clothing Retailing - Europe and in the Executive Summary - Market section we also provide data on up to 33 European economies. More details of retailing in these smaller markets, plus Russia and Turkey, can be found in Mintel's European Retail Handbook - September 2018. Single country reports on clothing retailing are also available for the UK, France, Germany, Spain and Italy.

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Table of Contents

Overview

- Products covered in this report
- Country and company coverage
- Consumer research coverage
- Definitions
 - Retail sector definitions
 - Consumer spending definitions
 - Financial definitions
- Currencies
- Sales tax rates
 - Figure 1: VAT rates around Europe, 2013-18
- Abbreviations

Executive Summary – Europe – The Market

- The market
- Spending on clothing and footwear
 - Figure 2: Europe: Spending on clothing and footwear, inc VAT, 2012-17
 - Figure 3: Europe: Spending on clothing, inc VAT, 2012-17
 - Figure 4: Europe: Spending on clothing and footwear as % all consumer spending, 2012-17
 - Figure 5: Europe: Spending on clothing and footwear as % all consumer spending, 2017
 - Figure 6: Europe: Change in clothing and footwear's share of all consumer spending, 2012-17
- Spending per capita
 - Figure 7: Europe: Spending on clothing and footwear per capita, inc VAT, 2017
- Clothing and footwear specialists' sales
 - Figure 8: Europe: clothing and footwear specialist retailers, sales, 2013-18
 - Figure 9: Europe: clothing and footwear specialist retailers, forecast sales, 2019-23
- Specialists relative to all spending
 - Figure 10: Europe: Sales by clothing and footwear specialists as % all spending on clothing and footwear, 2017
 - Figure 11: Europe: Change in specialist clothing and footwear retailers' "share" of all spending on clothing and footwear, 2012-2016/17
- Online
 - Figure 12: Europe: Proportion of people who have bought clothing, footwear or sports goods online in the last 12 months, 2013-17
- Online sales
 - Figure 13: Europe: Top 5 economies, online sales of clothing and footwear, 2017
- Leading retailers
- Online specialists
- Ailing market leaders
- Growing companies
 - Figure 14: Europe: Leading specialist clothing and footwear retailers, sales, 2015/16-2017/18

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Figure 15: Europe: Leading specialist clothing and footwear retailers, outlets, 2015/16-2017/18

Figure 16: Europe: Leading specialist clothing and footwear retailers, sales per outlet, 2015/16-2017/18

Market shares

Figure 17: Europe: Leading specialist clothing and footwear retailers, share of all spending on clothing and footwear, 2015/16-2017/18

What we think

Executive Summary – Europe – The Consumer

The research

Where people shop

In-store vs online

Figure 18: Europe: Channels used for buying clothes in the last 12 months, July 2018

Figure 19: Europe: Clothes shoppers who have bought online and not in-store, July 2018

Leading pureplayers

Figure 20: Europe: All online, Amazon and Zalando/ASOS shoppers for clothing, July 2018

Leading retailers

Figure 21: Europe: Top five most shopped at clothing retailers, July 2018

Figure 22: Europe: Ranking of Amazon and Zalando in each country, July 2018

Attitudes to shopping for clothes

Figure 23: Europe: Those agreeing with each attitude statement by country, July 2018

Figure 24: Europe: Ranking of attitude statements by country, July 2018

Executive Summary – Europe - Launch activity and Innovation

Apartment-store hybrids

Figure 25: Matchesfashion.com Town House at 5 Carlos Place, Mayfair, September 2018

Zalando opens two new discount stores...

...and partners with Adidas for customisation

Figure 26: Sneaker customization with miadidas available for Zalando customers, November 2018

Zara launches augmented technology...

...and installs self-service kiosks

Launch of 24Sèvres.com

H&M opens its largest French store

The North Face Alpine pop-up

Figure 27: The North Face pop-up in Val San Nicolò, in the Italian Alps, July 2018

Pollutant absorbing T-shirt

France

Overview

What you need to know

Areas covered in this report

Executive summary

The market

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Consumer spending

Figure 28: France: Consumer spending on clothing and footwear (incl. VAT), 2013-18

Sector size and forecast

Channels of distribution

Figure 29: France: Estimated distribution of spending on clothing and footwear, 2017

Companies and brands

Leading players

Market shares

Figure 30: France: Leading clothing retailers, sales as % of all spending on clothing and footwear, 2017

Online

The consumer

Where they shop for clothes

Figure 31: France: Retailers used for buying clothes in the last 12 months, July 2018

Attitudes to shopping for clothes

Figure 32: France: Attitudes to shopping for clothes, July 2018

What we think

Issues and insights

The structure of clothing retail is changing

The facts

The implications

How the online world will change clothes shopping

The facts

The implications

Environmental concerns set to become more important

The facts

The implications

The market – What you need to know

Positive economic indicators

Market for clothing low growth, but signs of revival

Clothing specialists low growth

Specialists' market share down, online up

Consumer spending

Economic growth picking up

Clothing spending subdued

Figure 33: France: Consumer spending on clothing and footwear (incl. VAT), 2014-18

Sector size and forecast

Retail sales resilient

Clothing specialists low growth

Figure 34: France: Specialist clothing retailers, sales (excl. VAT), 2013-18

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Report Price: £2895.00 | \$3909.12 | €3258.03

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

Figure 35: France: Specialist clothing retailers, forecast sales (excl. VAT), 2018-23

Inflation

Figure 36: France: Consumer prices * of clothing and footwear, Annual % change, 2013-17

Figure 37: France: Consumer prices * of clothing and footwear, Annual % change, Jan 2017 –July 2018

Channels of distribution

Figure 38: France: Estimated distribution of spending on clothing and footwear, 2017

Companies and brands – What you need to know

Young fashion retailers and online growing fastest while older brands struggle

Primark threatens further disruption

Online spending driving growth

Leading players

A polarising market

The casualties

The successes

The Primark effect

Figure 39: France: Leading specialist clothing retailers, sales (excl. VAT), 2013-17

Figure 40: France: Leading specialist clothing retailers, outlets, 2013-17

Sales per outlet

Figure 41: France: Leading specialist clothing retailers, sales per outlet, 2014-17

Market shares

Figure 42: France: Leading specialist clothing retailers, sales as % all spending on clothing and footwear, 2013-17

Online

Online activity

Figure 43: France: Broadband connections (percentage of households), 2010-17

Shopping for clothing online

Figure 44: France: Online purchasing, 2013-17

Leading online players

Figure 45: France: Leading retailers' estimated clothing sales online, 2017

The consumer – What you need to know

In-store most popular but online growing

Store-based specialists remain the most popular

But non-specialists significant, in-store and online

Shopper profiles

Most shop around and price is a key factor

Green concerns also motivate shoppers

Social media and online

Where they shop for clothes

In-store most popular but online growing

Figure 46: France: Channels used for buying clothes, July 2018

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Report Price: £2895.00 | \$3909.12 | €3258.03

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Figure 47: France: Channels used for buying clothes, July 2018

Figure 48: France: Retailers used for buying clothes in the last 12 months, July 2018

Customer profiles by named retailers

Figure 49: France: Profile of clothes shoppers by type of retailer, July 2018

Attitudes to shopping for clothes

Social media and online

Body image concerns

Figure 50: France: Attitudes to shopping for clothes, July 2018

Attitudes by retailer

Figure 51: France: Attitudes to shopping for clothes, by people who shop at family retailers: Kiabi, La Halle, Primark, July 2018

Figure 52: France: Attitudes to shopping for clothes, by people who shop at fashion chains: Etam, H&M, Zara, July 2018

Figure 53: France: Attitudes to shopping for clothes, by people who shop at online pureplayers: Zalando, Amazon, July 2018

Appendix: Data sources, abbreviations and supporting information

Abbreviations

Data sources

Germany

Overview

What you need to know

Areas covered in this report

Executive summary

The market

Consumer spending

Figure 54: Germany: Consumer spending on clothing and footwear (incl. VAT), 2013-18

Sector size and forecast

Figure 55: Germany: Specialist clothing retailers' sales growth, 2013-18

Inflation

Channels of distribution

Figure 56: Germany: estimated distribution of spending on clothing and footwear, 2017

Companies and brands

Leading specialists

Figure 57: Germany: Annual sales growth of the leading specialist clothing retailers, 2017

Market shares

Figure 58: Germany: Leading clothing retailers, sales as % of all spending on clothing and footwear, 2015-17

Online

Figure 59: Germany: Online sales of clothing, 2014-17

The consumer

Where they shop for clothes

Figure 60: Germany: Channels used for buying clothes in the last 12 months, July 2018

Figure 61: Germany: Retailers used for buying clothes in the last 12 months, July 2018

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Figure 62: Germany: Non-specialists stores used for buying clothes, July 2018

Attitudes to shopping for clothes

Figure 63: Germany: Attitudes to shopping for clothes, July 2018

What we think

Issues and insights

Is the shift to online slowing?

The facts

The implications

Tackling environmental concerns to appeal to older shoppers

The facts

The implications

The market – What you need to know

Market for clothing grows 6.6%

Clothing specialists grow sales 8.2% in 2017

Inflation hits 1.7% in 2017

Specialists dominate the clothing sector

Consumer spending

Figure 64: Germany: Consumer spending on clothing and footwear (incl. VAT), 2014-18

Sector size and forecast

Strong growth at the specialists in 2017

Figure 65: Germany: Specialist clothing retailers, sales (excl. VAT), 2014-18

Figure 66: Germany: Specialist clothing retailers, forecast sales (excl VAT), 2018-23

Inflation

Inflation hits highest point in five years

Figure 67: Germany: Harmonised index of consumer prices, annual % change, 2013-17

Figure 68: Germany: Harmonised index of consumer prices, annual % change, Jan 2017–Aug 2018

Channels of distribution

Specialists continue to dominate sales

Figure 69: Germany: estimated distribution of spending on clothing and footwear, 2017

Companies and brands – What you need to know

A mixed year for specialists

Number of outlets declines

H&M, the leading specialist

Online share of clothing spending stalls

Leading players

2017 a mixed year for clothing specialists

Esprit's sales slide continues

C&A brings in Alain Caparros

Zalando leads growth and dips its toe in the physical world

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Figure 70: Zalando outlet, Cologne

Charles Vögele brand disappears from Germany

Figure 71: Germany: Leading specialist clothing retailers, sales (excl. VAT), 2015-17

Figure 72: Germany: Leading specialist clothing retailers, outlets, 2015-17

Sales per outlet

Figure 73: Germany: Leading clothing specialists, sales per outlet, 2015-17

Market shares

Figure 74: Germany: Leading specialist clothing retailers' sales as % of all spending on clothing and footwear, 2015-17

Online

Online activity

Shopping for clothing online

Figure 75: Germany: Online purchasing, 2008-17

Online share of clothing spending stalls

62% shop online

Figure 76: Germany: Channels used for buying clothes, July 2018

Leading online/catalogue sellers

Figure 77: Germany: Where online/catalogue buyers shopped, July 2018

H&M the most searched on Google

Figure 78: Germany: Search interest on Google, last 12 months, September 2017-August 2018

Otto Group the largest online retailer of clothing

31% are members of Amazon Prime

Zalando leads the specialists

Figure 79: Germany: Estimated online sales of clothing by major retailers, 2015-17

The consumer – What you need to know

62% shopped online for clothing

C&A the most popular specialist

Amazon the dominant non-specialist

Environmental concerns influence choice of retailer

Young people made to feel self-conscious by fashion campaigns

Where they shop for clothes

Two-thirds have shopped online for clothing

Figure 80: Germany: Channels used for buying clothes in the last 12 months, July 2018

Online buying reaches across the age groups

Figure 81: Germany: Channels used for buying clothes in the last 12 months, by age group, July 2018

C&A leads the pack

Online specialists becoming significant specialists

Figure 82: Germany: Retailers used for buying clothing in the last 12 months, July 2018

Customer profiles offer few surprises

Figure 83: Germany: Where they shop for clothing, by average age and household income, July 2018

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Amazon is the dominant non-specialist

Troubles at the department stores

Supermarkets account for a small share of purchases

Figure 84: Germany: Non-specialist stores used to shop for clothing, July 2018

Store-based specialists continue to dominate the market

Figure 85: Germany: Stores used to shop for clothing, combined nets, July 2018

Attitudes to shopping for clothes

Shoppers driven by environmental concerns

Figure 86: Germany: Selected attitudes to shopping for clothes, July 2018

A lack of loyalty

Figure 87: Germany: Selected attitudes to shopping for clothes, July 2018

Research and inspiration

Figure 88: Germany: Selected attitudes to shopping for clothes, July 2018

Over a third of 16-24 year olds made to feel self-conscious

Figure 89: Germany: "Fashion campaigns make me feel self-conscious about the way I look", by age group, July 2018

Attitudes by specialist retailer used

Figure 90: Germany: Attitudes to shopping for clothes, by where they shopped in the last 12 months: specialists, July 2018

Attitudes by non-specialist used

Figure 91: Germany: Attitudes to shopping for clothes, by where they shopped in the last 12 months: non-specialists, July 2018

Appendix: Data sources, abbreviations and supporting information

Abbreviations

Data sources

Italy

Overview

What you need to know

Areas covered in this report

Executive Summary

The market

Consumer spending

Figure 92: Italy: Annual percentage change in consumer spending on clothing and footwear, 2014-18

Sector size and forecast

Figure 93: Italy: Specialist clothing retailers' sales (excl. VAT), 2013-18

Channels of distribution

Figure 94: Italy: Estimated distribution of spending on clothing and footwear, 2018

Companies and brands

Leading players

Market shares

Figure 95: Italy: Leading specialist clothing retailers' sales as % all spending on clothing and footwear, 2017

Online

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The consumer

Where they shop for clothes

Figure 96: Italy: Where clothes have been bought – in-store vs online, July 2018

Figure 97: Italy: Where clothes have been bought – in-store or online, by retailer, July 2018

Attitudes to shopping for clothes

Figure 98: Italy: Attitudes to shopping for clothes, July 2018

What we think

Issues and insights

Growing interest in sustainability presents opportunity to differentiate

The facts

The implications

High smartphone ownership levels point way to online growth

The facts

The implications

The market – What you need to know

Spending yet to recover to pre-recession levels

Inflation returns to positive territory

Retailer confidence has dipped sharply

Clothing specialists sales flat and 2017 and set to fall

Specialists hold their ground

Consumer spending

Spending yet to recover to pre-recession levels

Figure 99: Italy: Consumer spending on clothing and footwear (incl. VAT), 2013-18

Retailer confidence has dipped sharply

Figure 100: Italy: Consumer and retailer confidence levels, October 2017-September 2018

Sector size and forecast

Clothing specialists sales flat and 2017 and set to fall

Figure 101: Italy: Specialist clothing retailers, sales (excl. VAT), 2013-18

Figure 102: Italy: Specialist clothing retailers, forecast sales (excl. VAT), 2018-23

Inflation

Figure 103: Italy: Consumer prices * of clothing and footwear, annual % change, 2013-17

Figure 104: Italy: Consumer prices * of clothing and footwear, annual % change, Jan 2017 –Aug 2018

Channels of distribution

Specialists hold their ground

Figure 105: Italy: Estimated distribution of spending on clothing and footwear, 2018

Leading players – What you need to know

A fragmented but fast evolving market

OVS is market leader but Inditex is closing in

Gruppo Teddy – a home-grown success story

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Leading specialists grow share...but from low base

Online growth continues

Leading players

A fragmented but fast evolving market

Fast fashion gains ground

OVS fights to maintain leading position

Inditex closes in

Gruppo Teddy – a home-grown success story

Other players

Figure 106: Italy: Leading specialist clothing retailers, sales (excl. VAT), 2013-17

Figure 107: Italy: Leading specialist clothing retailers, outlets, 2013-17

Sales per outlet

Figure 108: Italy: Leading clothing retailers, Sales per outlet, 2013-17

Market shares

Figure 109: Italy: Leading specialist clothing retailers, sales as % all spending on clothing and footwear, 2013-17

Online

Online activity

Shopping for clothing online

Figure 110: Italy: Online purchasing, 2008-17

Online market size

Leading online players

Figure 111: Italy: Where people shopped for clothing online/by catalogue in the past 12 months, July 2018

Figure 112: Italy: Leading retailers' estimated online sales of clothing, 2017

The consumer – What you need to know

Stores the dominant channel of distribution

OVS is the leading specialist

Italian shoppers look for breadth of range

Italian clothes buyers compare prices

Social media still just for the young

Where they shop for clothes

In-store vs online

Figure 113: Italy: Channels used for buying clothes, July 2018

Retailers bought from

Figure 114: Italy: Retailers used for buying clothes in the last 12 months, July 2018

Figure 115: Italy: Customer profile by clothes retailers shopped, July 2018

Online vs in-store by retailer

Figure 116: Italy: proportion of shoppers who shop in-store and not online for clothes by retailer, July 2018

Attitudes to shopping for clothes

Figure 117: Italy: Attitudes to shopping for clothes, July 2018

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Online vs in-store shoppers

Figure 118: Italy: Agreement with attitude statements about shopping for clothes, online vs in-store shoppers, July 2018

Attitudes by retailer used

Prices

Figure 119: Italy: Attitude to comparing prices by retailer bought from, July 2018

Social media

Figure 120: Spain: Attitude to social media by retailer bought from, July 2018

Environmental concerns

Figure 121: Spain: Attitude to environmental impact by retailer used, July 2018

Fashion magazines

Figure 122: Spain: Attitude to fashion/style magazines by retailer used, July 2018

Appendix: Data sources, abbreviations and supporting information

Abbreviations

Data sources

Spain

Overview

What you need to know

Areas covered in this report

Executive summary

The market

Consumer spending

Consumer confidence

Figure 123: Spain: Consumer confidence, 2017-18

Inflation

Figure 124: Spain: Consumer prices of clothing and footwear, annual % change, 2012-18

Channels of distribution

Figure 125: Spain: Estimated distribution of consumer spending on clothing and footwear, 2017

Sector size and forecast

Companies and brands

Leading players

Market shares

Figure 126: Spain: Leading specialist clothing retailers' share of spending on clothing and footwear, 2017

Online

Figure 127: Spain: Online purchases in the last 12 months, 2013-17

The consumer

Where they shop for clothing

Figure 128: Spain: Channels used for buying clothing, July 2018

Figure 129: Spain: Retailers used for buying clothes in the last 12 months, July 2018

Attitudes to shopping for clothes

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Clothing Retailing - Europe - October 2018

Report Price: £2895.00 | \$3909.12 | €3258.03

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

Figure 130: Spain: Attitudes to shopping for clothes, July 2018

What we think

Issues and insights

Is the clothing sector in Spain in crisis?

The facts

The implications

Is Spain about to follow the UK in retail development?

The facts

The implications

The market – What you need to know

Clothing market worth €29.8 billion in 2018

Clothing specialists run out of steam

Inflation rising slowly

Specialists take two-thirds of spending

Consumer spending

Spain among fastest growing economies in eurozone

Figure 131: Spain: Consumer and retail confidence, 2017-18

Clothing and footwear losing out to more discretionary sectors.

Figure 132: Spain: Consumer spending on clothing and footwear (incl VAT), 2013-18

Sector size and forecast

Figure 133: Spain: Specialist clothing retailers, Sales (excl VAT), 2014-18

Figure 134: Spain: Specialist clothing retailers, forecast sales (excl VAT), 2019-23

Inflation

Figure 135: Spain: Consumer prices of clothing and footwear, annual % change, 2013-2018 H1

Figure 136: Spain: Consumer prices of clothing and footwear, annual % change, 2012-18

Channels of distribution

Figure 137: Spain: Estimated distribution of consumer spending on clothing and footwear, 2017

Companies and brands – What you need to know

Contraction and consolidation

Primark still growing

Grupo Inditex in the lead

Rest of the sector more fragmented

Online growing

Privalia leads online

Leading players

Contraction and consolidation

El Corte Inglés

C&A sinking

Final Vivarte exit

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

Tendam – Grupo Cortefiel - restoring profitability

Adolfo Dominguez – also cutting back

Figure 138: Spain: Leading clothing specialist retailers, sales 2013/14-2017/18

Figure 139: Spain: Leading clothing specialist retailers, outlets 2013/14-2017/18

Figure 140: Spain: Leading clothing specialists, sales per outlet, 2013/14-2017/18

Market shares

Figure 141: Spain: Leading specialist clothing retailers' shares of all spending on clothing and footwear, 2013-17

Online

Shopping for clothing online

Figure 142: Spain: Online purchases in the last 12 months, 2013-17

Where people shop online

Figure 143: Spain: Leading online clothing retailers, estimated sales, 2015-17

The consumer – What you need to know

Online growing slowly

El Corte Inglés leads the way

Spanish shoppers look for a wide range of shops

Spanish clothes buyers compare prices

But magazines and social media have little influence

Where they shop for clothes

In-store vs online

Figure 144: Spain: Channels used for buying clothes, July 2018

Retailers bought from

Figure 145: Spain: Where clothes have been bought – in-store or online, July 2018

Figure 146: Spain: Customer profile by clothing retailers shopped, July 2018

Online vs in-store by retailer

Figure 147: Spain: proportion of shoppers who shop in-store and not online by retailer, July 2018

Attitudes to shopping for clothes

Figure 148: Spain: Attitudes to shopping for clothes, July 2018

Online vs in-store shoppers

Figure 149: Spain: Agreement with attitude statements, online vs in-store shoppers, July 2018

Attitudes by retailer used

Prices

Figure 150: Spain: Attitude to comparing prices by retailer bought from, July 2018

Social media

Figure 151: Spain: Attitude to social media by retailer bought from, July 2018

Environmental concerns

Figure 152: Spain: Attitude to environmental impact by retailer used, July 2018

Fashion magazines

Figure 153: Spain: Attitude to fashion/style magazines by retailer used, July 2018

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Appendix – Data sources, abbreviations and supporting information

Abbreviations

Data sources

UK

Overview

What you need to know

Products covered in this Report

Executive Summary

The market

Consumer spending expected to grow 5.3% in 2018

Figure 154: Consumer spending on clothing and accessories, 2013-23

Retail sales through clothing specialists will only rise 1.0%

Figure 155: Retail sales through specialist clothing retailers, 2013-23

Leading players continue to lose market share

Figure 156: Estimated distribution of consumer spending on clothing, by type of retailer, 2018

Companies and brands

Inditex is the UK's fastest growing multi-channel retailer

Figure 157: Leading specialist retailers: compound annual growth in revenues, 2013-17

Online fashion market set to reach £32.8 billion by 2023

Figure 158: Online sales of clothing, accessories and footwear, 2013-23

Despite declines, M&S still highly regarded amongst UK consumers

Figure 159: Attitudes towards and usage of selected brands, January-August 2018

The consumer

Store-based clothing retailers remain popular

Figure 160: Types of retailers used to purchase clothing in the last 12 months, August 2018

Fashion consumers are shopping less frequently

Figure 161: Frequency of clothing purchases in the last 12 months, August 2017 and August 2018

High satisfaction with quality and range of clothing

Figure 162: Key drivers of overall satisfaction with clothing retailers, August 2018

The perception that shopping online is cheaper

Figure 163: Why consumers shop online for clothing, August 2018

The ability to try clothes on ahead of purchase is important

Figure 164: Why consumers don't shop online for clothing, August 2018

Consumers want retailers to incentivise their sustainability efforts

Figure 165: Clothing shopping behaviours, August 2018

What we think

Issues and Insights

The high-street vs online

The facts

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The implications

Is the tide about to turn on fast fashion?

The facts

The implications

Rebuilding brand loyalty

The facts

The implications

The Market – What You Need to Know

Womenswear drives consumers spending growth

Slow growth projected for the specialists

Online-only retailers capture greater share of spending

Inflation pressure has eased in 2018...

...but consumer confidence has taken a hit from ongoing economic uncertainty

Market Size and Forecast

Consumers remain willing to spend on clothing

Figure 166: Consumer spending on clothing and accessories, 2013-23

Figure 167: Consumer spending on clothing and accessories, at current and constant prices, 2013-23

What might Brexit mean for the UK clothing market?

Clothing takes increased share of total consumer spending

Figure 168: Spending on clothing and accessories as percentage of all consumer spending, 2014-18

A renewed appetite for womenswear

Figure 169: Estimated breakdown of consumer spending on clothing and accessories, 2018

Figure 170: Estimated breakdown of consumer spending on clothing and accessories, 2016-18

Forecast methodology

Sector Size and Forecast

Clothing specialists fail to sustain momentum gained in 2017

Figure 171: Retail sales through specialist clothing retailers, 2013-23

Figure 172: Retail sales through specialist clothing retailers, at current and constant prices, 2013-23

Clothing sales through specialist clothing retailers

Figure 173: Sales of clothing and accessories through specialist clothing retailers, 2013-18

Figure 174: Clothing specialists share of consumer spending on clothing and accessories, 2013-18

Forecast methodology

Channels of Distribution

Ongoing shifts in where people shop for clothing

Specialists losing share

Non-specialists also underperforming

Growing sectors

Figure 175: Estimated distribution of consumer spending on clothing, by type of retailer, 2018

Figure 176: Estimated distribution of consumer spending on clothing, by type of retailer, 2016-18

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Market Drivers

High inflation throughout 2017

Figure 177: Consumer price inflation, 2007-17

Garment price inflation eases

Figure 178: Consumer price inflation, August 2017-August 2018

Real wage showing signs of growth in 2018

Figure 179: Real wage growth – Average weekly earnings vs inflation, January 2016-August 2018

Consumer confidence dips end of spring/summer 2018

Figure 180: Consumer financial confidence, September 2016-September 2018

Clothing is still popular for disposable income spend

Figure 181: Trends in what extra money is spent on, September 2017 and September 2018

Catering to an ageing population

Figure 182: Trends in the age structure of the UK population, 2016-26

High obesity rates increase the demand for plus size ranges

Figure 183: Overweight and obesity prevalence in the UK population, 2012-16

Younger consumers ideal targets for online

Figure 184: Online activities done in the last three months on any device*, June 2018

Social media usage is on the rise

Figure 185: Recent social media network usage, March 2017 and April 2018

The gender pay gap is slowly closing

Figure 186: Median gross hourly earnings (excluding overtime) for full-time employees, by sex, UK, 2011-17

Companies and Brands – What You Need to Know

Clothing specialists continue to struggle...

...but non-specialists are also facing problems

Online-only retailers continue to outperform

Online consumer spending set to reach £32.8 billion by 2023

M&S most trusted, but Next wins on style

Leading Specialists

Next continues to lead although still in decline

Figure 187: Leading specialist retailers, net revenues, 2013-17

Retailers with strong lifestyle brands outperform

Figure 188: Leading specialist retailers: compound annual growth in revenues, 2013-17

Outlet numbers and sales per outlet

Figure 189: Leading specialist retailers: outlet numbers, 2013-17

Sales per outlet

Figure 190: Leading specialist retailers: estimated annual sales per outlet, 2013-17

Sales area and sales densities

Figure 191: Leading specialist retailers: total sales area, 2013-17

Figure 192: Leading specialist retailers: estimated annual sales per sq m, 2013-17

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Operating profits and margins

Figure 193: Leading specialist retailers: operating profits, 2013-17

Figure 194: Leading specialist retailers: operating margins, 2013-17

Leading Non-specialists

Sports retailers

Department stores

Supermarkets major players

Online retailers

Figure 195: Leading non-specialists, estimated clothing and footwear revenues, 2015-17

Market Shares

Figure 196: Leading retailers' estimated share of spending on clothing and footwear, 2015-17

Change in market share

Figure 197: Leading clothing retailers, change in share of clothing spending, 2014-17

Space Allocation Summary

Men's, women's and childrenswear overview

Figure 198: Men's, women's and childrenswear overview, October 2018

Figure 199: Men's, women's and childrenswear overview, October 2018

Detailed category space allocation

Figure 200: Specialist and non-specialist clothing retailers, estimated detailed space allocation, by category, October 2018

Figure 201: Specialist and non-specialist clothing retailers, estimated detailed space allocation, by category, October 2018

Figure 202: Specialist and non-specialist clothing retailers, estimated detailed space allocation, by category, October 2018

In-store concessions giving shoppers a wider choice of fashion options

Figure 203: Tesco Extra Next branded concession, October 2018

Figure 204: Next 120-128 Oxford Street, London, Costa Coffee and Hema in-store concessions, October 2018

Figure 205: Specialist and non-specialist clothing retailers, estimated clothing versus non-clothing space, October 2018

Retail Product Mix

Figure 206: Leading clothing retailers, estimated sales, by product, 2017

Figure 207: Leading clothing retailers: share of clothing sales, by product, 2017

Womenswear

Figure 208: Leading clothing retailers estimated share of the womenswear market, 2017

Menswear

Figure 209: Leading clothing retailers estimated share of the menswear market, 2017

Childrenswear

Figure 210: Leading clothing retailers estimated share of the childrenswear market, 2017

Online

Online fashion growth continues to outperform

Figure 211: Online sales of clothing, accessories and footwear, 2013-23

Figure 212: Online sales of clothing, accessories and footwear, at current and constant prices, 2013-23

Online spending on clothing and accessories set to rise 8.2% in 2018

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Figure 213: Breakdown of online sales of clothing, accessories and footwear, 2013-23

Where they shop online

Figure 214: Retailers used to purchase clothing online in the last 12 months, August 2018

Forecast methodology

Launch Activity and Innovation

Inditex aiming to fully integrate online and offline

In-store tech becomes mainstream

The rise of lifestyle retailing

Figure 215: H&M Fragrance Collection, 2018

Figure 216: River Island Homeware Collection, 2018

Own-label expansion

Figure 217: Amazon Aurique Collection, 2018

New fashion labels target young shoppers

Figure 218: ASOS Collusion, 2018

Social shopping

This year's big collaborations

Figure 219: H&M x William Morris Collection, 2018

In search of sustainability

Figure 220: H&M Paris Store, 2018

Rejecting fabrics derived from animals

Improved order fulfilment

Try before you buy

Advertising and Marketing Activity

Advertising spend for the clothing market has increased

Figure 221: Recorded above-the-line advertising expenditure on clothing and accessories, total market, 2013-17

Figure 222: Recorded above-the-line, online, display and direct mail total advertising expenditure on clothing, by leading top 20 spenders in 2017, 2014-18

Key campaigns

Holly Willoughby for Marks & Spencer

Figure 223: M&S Holly Willoughby Campaign, 2018

The real winner of Love Island

Just Do It

Digital increasing its share of expenditure

Figure 224: Recorded above-the-line advertising expenditure percentage on clothing, by media type, total market, 2017

Nielsen Ad Intel coverage

Brand Research

What you need to know

Brand map

Figure 225: Attitudes towards and usage of selected brands, January-August 2018

Key brand metrics

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Figure 226: Key metrics for selected brands, January-August 2018

Brand attitudes: M&S offers great customer service

Figure 227: Attitudes, by brand, January-August 2018

Brand personality: Ted Baker seen as most exclusive

Figure 228: Brand personality – Macro image, January-August 2018

Primark perceived as basic

Figure 229: Brand personality – Micro image, January-August 2018

Brand analysis

Mass market retailers: Next, M&S and Gap

Premium lifestyle retailers: Superdry, Ted Baker and Reiss

Home shopping retailers: Very, JD Williams and Boden

Value retailers: Primark, New Look and Matalan

Fast fashion retailers: Topshop/Topman, H&M and Zara

Arcadia Group

What we think

Topshop/Topman is priority for turnaround

Too many brands?

Dorothy Perkins, Evans and Wallis show signs of recovery

Company background

Company performance

Figure 230: Arcadia Group: group financial performance, 2012/13-2016/17

Figure 231: Arcadia Group: outlet data, 2012/13-2016/17

Retail offering

Asda Group

What we think

Proposed merger with Sainsbury's will create one of the UK's largest clothing groups

Using digital technology to enhance the in-store clothes shopping experience

60-second click-and-collect

Enhanced mobile experience with new progressive web app

Combatting the use of microplastics in clothing

Company background

Company performance

Figure 232: Asda Group Ltd: group financial performance, 2013-17

Figure 233: Asda Group Ltd: outlet data, 2013-17

Retail offering

ASOS

What we think

Highlighting inclusivity

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Sustainability and welfare pledges

Collaboration and innovation

Try before you buy

Athleisure launches

Seamless shopping

Company background

Company performance

Figure 234: ASOS: group financial performance, 2012/13-2016/17

Retail offering

C&A

What we think

Playing the sustainability card

Digital presents best opportunity for growth

Store overhauls show potential

Company background

Company performance

Figure 235: C&A: Group financial performance, 2013/14-2017/18

Figure 236: C&A: Outlet data, 2013/14-2017/18

Retail offering

Debenhams

What we think

A delicate financial balancing act

Time to focus resources on the home market?

Fewer, smaller stores in the future?

Digital growth offers hope

Clothing revitalisation also at heart of growth plans

Company background

Company performance

Figure 237: Debenhams: group financial performance, 2012/13-2016/17

Figure 238: Debenhams: outlet data, 2012/13-2016/17

Retail offering

Edinburgh Woollen Mill Group

What we think

Building a multi-brand multi-price fashion conglomerate

Department store selling fashion brands rescued from collapse

New online checkout system helps increase conversion rate

Company background

Company performance

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Figure 239: Edinburgh Woollen Mill Group: group financial performance, 2012/13-2016/17

Figure 240: Edinburgh Woollen Mill Group: outlet data, 2012/13-2016/17

Retail offering

El Corte Inglés

What we think

Comparisons

Distractions

Online: a major focus

Where next?

Company background

Company performance

Figure 241: El Corte Inglés: Group financial performance, 2013/14-2017/18

Figure 242: El Corte Inglés: Outlet data, 2013/14-2017/18

Retail offering

Esprit

What we think

Apparent failure of turnaround plan brings future of group into question

Downsizing process needs to continue but product and brand identity must improve

Online still not firing on all cylinders but product to blame?

Company background

Company performance

Figure 243: Esprit: Group financial performance, 2013/14-2017/18

Figure 244: Esprit: Outlet* data, 2013/14-2017/18

Retail offering

Etam Group

What we think

Market leader in lingerie in France

Acquisitions on the cards?

Diversification

New dual branded Paris flagship

1.2.3 struggling

Building omnichannel integration

Company background

Company performance

Figure 245: Etam Group (Europe): Group sales performance, 2013-17

Figure 246: Etam Group: Outlet data, 2013-17

Retail offering

H&M Hennes & Mauritz

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What we think

A new fascia joins the stable

Technology enhancing the customer experience

A first in pet streetwear

Localisation

Making fashion circular

COS expansion into China

Company background

Company performance

Figure 247: H&M Hennes & Mauritz: group financial performance, 2012/13-2016/17

Figure 248: H&M Hennes & Mauritz: outlet data, 2012/13-2016/17

Retail offering

House of Fraser

What we think

Administration

Positioning/repositioning

Own brands

Stores

Will it work?

Working practices

Room for optimism

Company background

Company performance

Figure 249: House of Fraser Plc: group financial performance, 2012/13-2016/17

Figure 250: House of Fraser Plc: outlet data, 2012/13-2016/17

Retail offering

Grupo Inditex

What we think

Online

Where next

Company background

Company performance

Figure 253: Grupo Inditex, sales and outlets by format, 2017

Figure 254: Grupo Inditex, performance by brand, 2016-17

Figure 255: Grupo Inditex: group financial performance, 2013/14-2017/18

Figure 256: Grupo Inditex: outlet data, 2013/14-2017/18

Retail offering

John Lewis Partnership

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What we think

Rebrand

Own brand expansion

Investment in product service and innovation

Doing the right thing

Company background

Company performance

Figure 257: John Lewis Partnership: group financial performance, 2013/14-2017/18

Figure 258: John Lewis Partnership: outlet data, 2013/14-2017/18

Retail offering

Kiabi

What we think

A bold vision for growth

International expansion is a major focus

Using technology to improve the in-store customer experience

Company background

Company performance

Figure 251: Kiabi: Group financial performance, 2012/13-2016/17

Figure 252: Kiabi: Outlet data, 2012/13-2016/17

Retail offering

KiK

What we think

KiK WhatsApp

Advance of KiK17 store concept

Halts US expansion plans to focus on Europe

Bolstering multichannel proposition

Corporate social responsibility commitment

Company background

Company performance

Figure 259: KiK: Group sales performance, 2013-17

Figure 260: KiK: Outlet data, 2013-17

Retail offering

Marks & Spencer

What we think

Recent performance

New CEO, new strategy

Missing link – the merchandise

Must do better

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Online

Where next?

Company background

Company performance

Figure 261: Marks & Spencer: group financial performance, 2013/14-2017/18

Figure 262: Marks & Spencer: outlet data, 2013/14-2017/18

Retail offering

Matalan

What we think

Optimising existing store space and improving in-store customer experience

New website and expanded multichannel capabilities driving online sales growth

Influencer recommendation and celebrity endorsement

Focusing on improving operational performance

Company background

Company performance

Figure 263: Matalan Ltd: group financial performance, 2013/14-2017/18

Figure 264: Matalan Ltd: UK outlet data, 2013/14-2017/18

Retail offering

New Look Group

What we think

Company Voluntary Agreement

Back to value fashion

Do consumers still want fast fashion?

Celebrity social media power

Backlash over pricing

Company background

Company performance

Figure 265: New Look Group: group financial performance, 2013/14-2017/18

Figure 266: New Look Group: outlet data, 2013/14-2017/18

Retail offering

Next Group

What we think

Unlimited delivery service launch

Manchester Arndale experiment

Credit incentives drive sales growth

Company background

Company performance

Figure 267: Next Group: group financial performance, 2013/14-2017/18

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Figure 268: Next Group: outlet data, 2013/14-2017/18

Retail offering

OVS Group

What we think

Accelerating the development of e-commerce

Focusing on store traffic and like-for-like sales growth

Embracing the use of social media influencers

Pushing corporate social responsibility and sustainability credentials

Company background

Company performance

Figure 269: OVS Group: Group financial performance, 2013-17

Figure 270: OVS Group: Outlet data, 2013-17

Retail offering

Primark

What we think

Europe to remain focus of expansion

Can Primark continue without an e-commerce presence?

Company background

Company performance

Figure 271: Primark/Penneys: group financial performance, 2013/14-2017/18

Figure 272: Primark/Penneys: outlet data, 2013/14-2017/18

Retail offering

River Island

What we think

New concept store

Branching into homewares

Inclusive campaigning

Like mother like daughter

Extending the online offer

Company background

Company performance

Figure 273: River Island Clothing Co Ltd: group financial performance, 2013-17

Figure 274: River Island Clothing Co Ltd: outlet data, 2013-17

Retail offering

Tendam

What we think

Grupo Cortefiel rebrands as Tendam

Loyalty cardholder members continue to grow

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New sustainability projects

Company background

Company performance

Figure 275: Tendam: Group sales performance, 2013/14-2017/18

Figure 276: Tendam: Outlet data, 2013/14-2017/18

Retail offering

Tesco

What we think

Fewer ways to buy

Marketing support behind F&F helps lift brand awareness and sales

In-store clothing concessions to give shoppers a wider choice

Social media influencers to push clothing

Eliminating hazardous chemicals from its clothes

Company background

Company performance

Figure 277: Tesco Plc: group financial performance, 2013/14-2017/18

Figure 278: Tesco Plc: outlet data, 2013/14-2017/18

Retail offering

TJX International (TK Maxx Europe)

What we think

Store openings pushing ahead

Threat from online competitors?

Company background

Company performance

Figure 279: TJX International (TK Maxx Europe): Group financial performance, 2013/14-2017/18

Figure 280: TJX International (TK Maxx Europe): Outlet data, 2013/14-2017/18

Retail offering

Vivarte

What we think

Is the crisis over?

Company background

Company performance

Figure 281: Vivarte: Group sales performance, 2012/13-2016/17

Figure 282: Vivarte: French store numbers, 2012/13-2016/17

Retail offering

YNAP Group

What we think

Richemont takeover completed

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YNAP focuses on m-commerce...

...and expands product range

Sustainability commitments

Company background

Company performance

Figure 283: YNAP group: group financial performance, 2014-17

Retail offering

Zalando

What we think

Expanding brand partnership scheme

Driving out friction in delivery, returns and payments

Working towards delivering a truly personalised on-site experience

Head-to-toe fashion

Conversational commerce to tackle customer pain points

Dealing with excess and unwanted stock in a non-wasteful manner

Company background

Company performance

Figure 284: Zalando: group financial performance, 2013-17

Figure 285: Zalando: key metrics, 2016-H1 2018

Retail offering

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