

## Womenswear - UK - May 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Growth in the UK womenswear market has remained robust, with demand being driven by new trends coming through as women become tired of long-standing favourites like the skinny jean. Retailers are recognising that ranges like petite and plus-size are no longer a niche concern, and growth in these categories has been particularly strong.”

– **Samantha Dover, Senior Retail Analyst**

This report looks at the following areas:

- **Merging the online and offline experience**
- **The big discounting challenge**
- **Ongoing issues with returns, sizing and fit**

Mintel estimates that sales of womenswear in the UK rose 4.1% to £29.6 billion in 2018, with similarly robust growth (+3.8%) forecast in 2019. Demand for women’s clothing has remained strong, buoyed by favourable macroeconomic trends such as the growth in real wages and boosted further by a strong demand for trend-led fashion products.

The continued growth, however, is not enough to offset a highly saturated womenswear market, with more retailers than ever vying for consumer spending on women’s clothing, making it challenging for retailers to capture growth in what is now a highly competitive market. In this kind of trading environment, too many retailers have become reliant on discounting, which will subdue growth going forward.

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### 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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## Table of Contents

### Overview

- What you need to know
- Products covered in this Report

### Executive Summary

- The market
- Sales of womenswear continue to grow
  - Figure 1: Consumer spending on women's clothing, 2013-23
- Clothing prices fall into deflation
  - Figure 2: Consumer price inflation, March 2018-March 2019
- Companies and brands
- Amazon outperforms the clothing specialists in terms of trust and differentiation
  - Figure 3: Attitudes towards and usage of selected brands, December 2018 and February 2019
- Marketing spend boosted by uplift in digital advertising
  - Figure 4: Total above-the-line, online display and direct mail advertising expenditure on women's fashion, 2014-18
- The consumer
- Most still shop in-store for clothing, but online now also popular
  - Figure 5: How women bought clothing in the last 12 months, December 2018
- Women continue to favour value and high street brands
  - Figure 6: Womenswear brand preferences, December 2018
- One in five British women buy plus-size clothing
  - Figure 7: Clothing sizes worn by womenswear consumers, December 2018
- Consumers are frustrated with size variation
  - Figure 8: Attitudes towards buying clothing, December 2018
- A strong demand for more representative clothing models
  - Figure 9: Interest in innovation, December 2018
- Savvy shoppers are taking advantage of discounting activity
  - Figure 10: Clothing buying behaviour, December 2018
- What we think

### Issues and Insights

- Merging the online and offline experience
  - The facts
  - The implications
- The big discounting challenge
  - The facts
  - The implications
- Ongoing issues with returns, sizing and fit

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The facts

The implications

## The Market – What You Need to Know

Continued uplift in sales of womenswear

Low inflation could impact growth

Ongoing uncertainty threatens consumer confidence

Market exposed to unpredictable weather

## Market Size and Forecast

Womenswear market forecast to grow 3.8% in 2019

Figure 11: Consumer spending on women's clothing, 2013-23

Figure 12: Consumer spending on women's clothing, at current and constant prices, 2013-23

Forecast methodology

## Market Drivers

Population changes threaten growth

Figure 13: Trends in the age structure of the UK female population, 2016-26

Figure 14: Trends in the age structure of the UK female population, 2016-26

Clothing and footwear inflation peaks in 2017

Figure 15: Consumer price inflation, 2007-18

Downward pressure on womenswear prices

Figure 16: Consumer price inflation, March 2018-March 2019

Real wages remain strong to date in 2019

Figure 17: Real wage growth – Average weekly earnings vs inflation, January 2014-March 2019

Consumers are worried about Brexit

Figure 18: How consumers think Brexit will impact the UK economy, December 2018

Footfall declines apparent across all types of retail locations

Figure 19: Change in UK retail footfall, by location, January 2016-December 2018

Fluctuating weather patterns hit retailers hard

Figure 20: Change in average daily temperatures in the UK, January 2016-December 2018

## Companies and Brands – What You Need to Know

Retailers focus on improving the online experience

Increased digital advertising in the UK womenswear market

Amazon could be a strong player in the UK clothing market

New Look leads on in-store womenswear space

## Launch Activity and Innovation

Product launches and innovations

Tapping into new categories

Customised denim

Voice shopping

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Online fashion styling tips and shopping  
Sustainable fashion  
Store concepts and shop environment  
Clothing rental service

### Advertising and Marketing Activity

Advertising spend increased in 2018

Figure 21: Total above-the-line, online display and direct mail advertising expenditure on women's fashion, 2014-18

Uplift in expenditure driven by digital

Figure 22: Total above-the-line, online display and direct mail advertising expenditure on women's fashion, by media type, 2018

Figure 23: Total above-the-line, online display and direct mail advertising expenditure on women's fashion, by media type, 2014-18

Key campaigns

M&S most digital campaign to date

Nasty Gal adverts banned for being 'socially irresponsible'

Women empowerment campaigns

Tapping into the power of celebrities

Nielsen Ad Intel coverage

### Brand Research

Brand map

Figure 24: Attitudes towards and usage of selected brands, December 2018 and February 2019

Key brand metrics

Figure 25: Key metrics for selected brands, December 2018 and February 2019

Brand attitudes: White Stuff and FatFace worth paying more for

Figure 26: Attitudes, by brand, December 2018 and February 2019

Brand personality: Fast fashion retailers seen as fun and accessible

Figure 27: Brand personality – macro image, December 2018 and February 2019

River Island seen as aspirational

Figure 28: Brand personality – micro image, December 2018 and February 2019

Brand analysis

The online-only retailers: ASOS, Boohoo and Missguided

The fashion-led retailers: River Island and Urban Outfitters

The off-price fashion retailer: TK Maxx

The lifestyle brands: White Stuff and FatFace

### Space Allocation Summary

Methodology

New Look to give more space to womenswear

Figure 29: Men's, women's and childrenswear space allocation overview, October 2018

M&S holding on to market-leading position

Figure 30: Leading clothing retailers, estimated sales, by product, 2017

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### The Consumer – What You Need to Know

- British women shop for clothing often
- Two out of three womenswear consumers shop online
- Value and high street brands remain popular
- Demand for plus-size and petite fashion strong
- Women face a number of pain points when shopping for clothing
- Merging the online and offline experience
- Consumers take advantage of widespread discounting

### What They Buy

- Market driven by young and old  
Figure 31: Women who have bought clothing in the last 12 months, by demographics, December 2018
- Clothing and underwear most frequently purchased  
Figure 32: What fashion items women have bought in the last 3 months, March 2019
- Separates remain more popular than dresses  
Figure 33: What clothing items women have bought in the last 3 months, March 2019
- Women less likely to buy multiple clothing items  
Figure 34: Number of clothing items bought on last shopping trip, by gender, March 2019
- Women spend less per shopping trip  
Figure 35: Amount spent on clothing items on last shopping trip, by gender, March 2019

### How They Shop

- Online penetration high  
Figure 36: How women bought clothing in the last 12 months, December 2018
- Online market driven by young women  
Figure 37: How women bought clothing in the last 12 months, by age, December 2018

### Brand Preferences

- High street brands reign supreme  
Figure 38: Womenswear brand preferences, December 2018
- Young women favour value brands  
Figure 39: Womenswear brand preferences, by age, December 2018

### Womenswear Sizing

- One in five buy plus-size clothing  
Figure 40: Clothing sizes worn by womenswear consumers, December 2018
- Strong demand for mature plus-size fashion  
Figure 41: Clothing sizes worn by womenswear consumers, by age, December 2018
- Most are confident in their clothing size  
Figure 42: Repertoire of clothing sizes worn by womenswear consumers, December 2018
- Strong demand for petite clothing  
Figure 43: Height of womenswear consumers, December 2018

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### Attitudes towards Buying Clothing

#### Difficulty finding clothing that fits well

Figure 44: Attitudes towards buying clothing, December 2018

#### Frustration with size variation is widespread

Figure 45: Attitudes towards buying clothing, by age, December 2018

#### Plus-size shoppers find shopping more problematic

Figure 46: Attitudes towards buying clothing, by clothing size worn, December 2018

#### Premium and luxury shoppers face fewer challenges

Figure 47: Attitudes towards buying clothing, by brand preferences, December 2018

### Interest in Innovation

#### Demand for sizing avatars is strong

Figure 48: Interest in innovation, December 2018

#### Young women want better fitting rooms

Figure 49: Interest in innovation, by age, December 2018

#### Premium and luxury shoppers want more in-store tech

Figure 50: Interest in innovation, by brand preferences, December 2018

### Clothes Buying Behaviour

#### Womenswear shoppers are less critical of value fashion

Figure 51: Clothing buying behaviour, December 2018

#### Discounting problematic in the youth market

Figure 52: Clothing buying behaviour – discounting, by age, December 2018

#### Overconsumption rife amongst women

Figure 53: Clothing buying behaviour – frequency and returns, by age, December 2018

#### Premium brands have eroded price integrity

Figure 54: Clothing buying behaviour – frequency and returns, by brand preferences, December 2018

### Appendix – Data Sources, Abbreviations and Supporting Information

#### Abbreviations

#### Consumer research methodology

### Appendix – Market Size and Forecast

#### Best- and worst-case forecast

Figure 55: Consumer spending on women's clothing, best- and worst-case forecast, 2018-23

#### Forecast methodology

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