

Fashion Accessories Retailing - UK - July 2009

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What is this report about?

Key issues covered in the analysis

- Belts are the most popular fashion accessory, with more than 16 million broadband users buying at least one in the last year. The over-35s have less interest in buying accessories as they have changing spending priorities. Instead, there exist opportunities to promote belts to the accessories-buying 16-24s who are the most are the most interested in changing fashions and they have few commitments other than spending on themselves.
- There are opportunities to drive online sales of accessories further. Sixteen percent of people, bought fashion accessories online in 2008, and the online fashion market is expected to be worth £4.12 billion in 2009.
- A third of women 'need' a 'wardrobe' of different handbags. Whether in store or online, wide selections and effective displays are key to attracting occasion-specific purchases.
- When buying accessories, the 'feelgood' factor is key for a third of women. Quality is fundamental for a fifth of women. In-store purchases which emphasise the whole shopping experience – from visual merchandising to staff service on the floor and at the till are likely to keep online sales at bay in the short-term
- Over-55s women provide the greatest opportunity in the handbag market: over half of this group consider a handbag to be an important purchase, but only a third actually bought one in the last twelve months. This group has a great interest in quality, so increases in buying frequency, or upgrades in value of purchase offer considerable potential amongst this group.
- The over-35s are amongst the least frequent buyers of accessories: neither feelgood nor quality motivates here. Two-thirds of this group are not buying on an annual basis. Encouraging some self-indulgence alongside some help with style, could grow this market: longer styles for more 'mature' waistlines and more visual cues (ie mannequins and photo posters) to show how they can be worn.



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Scope of the report

For the purposes of this report, the term 'fashion accessories' is used to define the following items worn by women: