

Holidaywear Shopping - UK - December 2010

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What is this report about?

Holidays trigger substantial levels of buying: six in ten adults shop for clothing and footwear, seven in ten buy toiletries and related items, and three in ten buy entertainment products.

Women and under-35s are the primary buyers of holidaywear, and for casual daywear and swimwear there is a still tighter concentration among the under-25s. Younger consumers are socially active and keen to make an impact.

When other items like toiletries and entertainment are included however, it is families that have the widest purchase portfolio.

What have we found out?

- Holidaywear is a 'must-have' purchase for many, and new clothes are typically bought by six in ten people before a holiday. Holidays are therefore a key driver of clothing purchases.
- Women are vitally important to holidaywear sales, primarily for themselves but also for their children and, sometimes, their men. They feel a need for a wider variety of holiday clothes than do men, to dress appropriately for all occasions.
- Although many consumers planned to spend less on holidays in 2010 and did not plan to take more than one holiday in the year, for four in ten adults, a holiday remains a high priority and three in ten planned to take their usual holiday breaks. One in four also scheduled more than one holiday.
- Last-minute holiday shoppers tend to be men (27% versus 19% women) and aged under 25. Although this gives retailers a smaller window of opportunity, there is still scope to increase sales to last-minute holidaywear shoppers by presenting them with simplified shopping solutions and services such as next-day delivery.
- Most consumers stick to their usual shopping habits when buying holidaywear. They tend to buy from their usual preferred retailers rather than trading down, and they don't aim to stray far from their usual fashion style. Thus, new holidaywear items will fit into their wardrobes back at home.
- Many retailers have been able to use their websites to expand their ranges and offer a holiday shop online throughout the year, increasing choice for those who want to shop out of season.

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