

Nightwear - UK - August 2010

Report Price: £1500 / \$2310 / €1793



What is this report about?

Over eight in ten (83%) adults wear something to sleep in, according to Mintel's consumer research. Despite this, nightwear continues to be largely ignored by many retailers, with little change in the offer over the last few years. Pyjamas remain the most popular bed attire, with over four in ten (42%) adults wearing them as nightwear. While demand for pyjamas has soared over the last ten years, there has been little product innovation.

Over half of consumers still only buy new nightwear to replace old items, but the importance of temperature when going to sleep means that there is potential to create more seasonal styles of sleepwear incorporating innovative fabric developments. While almost four in ten people want nightwear that keeps them cool and fresh and more than three in ten want to feel warm and snug when they go to bed, only one in ten shoppers buy new sleepwear to suit the weather or season.

What have we found out?

- The overall nightwear market grew steadily, rising by 9.2% over the last five years to reach £476 million in 2010, fuelled by growth in the women's sleepwear sector.
- While Marks & Spencer remains the most popular nightwear retailer for both men and women, both value retailers and supermarkets are increasing their share of the market as more than one in ten consumers (13%) wears inexpensive bed attire.
- More than eight in ten adults (83%), equivalent to 42.6 million people, wear some form of nightwear to bed, with pyjamas continuing to be the most popular choice.
- Most people need their bodies to be at a comfortable temperature in order to fall asleep, with four in ten people (39%) wanting to sleep in attire that keeps them cool and fresh, while more than three in ten (31%) prefer something warm and snug.
- Only one in ten consumers buys nightwear on impulse, while nearly half of adults (48%) only buy new sleepwear to replace old items. The challenge for manufacturers is to create new forms of engagement to encourage shoppers to purchase nightwear more frequently.
- A number of nightwear manufacturers in overseas markets have spotted the potential to target consumers' temperature-related concerns by implementing intelligent fibres into their designs that regulate body temperature and help to reduce pain.

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