

Childrenswear - UK - January 2011

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What is this report about?

The childrenswear sector enjoyed only modest growth in sales in 2010, driven by a 1.6% rise in newborns and infants. The growing influence of supermarkets and value retailers, however, has depressed the prices of baby and children's clothing, making it harder for other retailers, particularly independent childrenswear stores, to compete.

Interest in fashionable children's clothing and a gap in the market for affordable trend-led garments is seeing increasing numbers of high street fashion retailers entering the childrenswear sector.

What have we found out?

- Infantswear has continued to be the best performing sector, boosted by the growing number of newborns and under-5s. It has also been helped by the shift towards smaller and wealthier families, who are more willing to spend large amounts on their children's clothes.
- Supermarkets and value retailers dominate the childrenswear sector and continue to grow their share of the market as other retailers struggle to compete with their low prices.
- Fewer people are shopping at specialist baby stores, with just under a quarter purchasing baby clothes and children's clothes from these specialist retailers in the 12 months to November 2010 compared to nearly a third in the previous year.
- Consumers appear to have become slightly more cautious throughout 2010 when shopping for children's or baby clothes, with almost half more likely to wait for sales now.
- Parents with children aged 0-9 are more inclined than those with kids aged 10-15 to shop at less expensive stores now.
- There is potential for retailers to making shopping for childrenswear more pleasurable, as less than half of adults enjoy shopping for children's clothes.

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