

Women's Fashion Lifestyles - UK - May 2011

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What is this report about?

This report looks at the women's fashion market in 2011, analysing where women buy clothes from, how frequently they go shopping and assessing their attitudes towards shopping for clothes and their motivations for buying new garments.



What have we found out?

- Over half of women (55%) like to dress in a fashionable way. Interest in fashion peaks among 16-24s (73%) and remains high among 25-44s (62%).
- Young love buying clothes, with nearly eight in ten (77%) 16-24-year-old women and almost two thirds (64%) of 25-34s enjoying shopping for clothes.
- There has been a significant rise in women investing in quality clothes, with almost a quarter (23%) buying fewer items but better quality garments, compared with one in eight in 2010.
- Value retailers and supermarkets have both become the womenswear leaders, with over half of women buying clothes from these types of stores.
- Females appear to have become more cautious as we enter 2011, with Mintel's consumer research showing that almost a quarter are shopping in less expensive stores than 12 months ago, up from one in six in 2010.
- Women are increasingly looking for promotions, with almost six in ten (56%) mostly buying clothes on sale or special offer.

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