

Youth Fashion - UK - December 2011

Report Price: £1750 / \$2837 / €1995



"There are signs that the fashion-oriented under-25s - who have underpinned the performance of the clothing and footwear market - are now beginning to rein in their discretionary spend. The challenge for retailers is to stimulate spending from this demographic by adding extra value to customers, in terms of the multichannel shopping experience. Any steps that retailers can take to enhance the in-store entertainment factor, for example by adding interactive elements or hosting special fashion-themed events, should also help to draw in young shoppers."

– Emma Clifford, Fashion and Clothing Analyst

In this report we answer the key questions:

- How is multichannel retailing impacting upon the youth fashion market?
- Is the era of fast disposable fashion coming to an end?
- What factors are affecting the spending potential of under-25s?
- Will young consumers and students continue to spend?
- How do teenagers differ in their spending habits to those in their early twenties?
- With the growing popularity of mobile and online platforms, how can retailers maximise in-store clothing sales among under-25s?

The fashion-conscious under-25s have bolstered the performance of the clothing and footwear market by continuing to spend eagerly despite the turbulence within the wider economy. Poor employment prospects, the escalating cost of accommodation and high levels of debt are forcing youths to delay leaving the family home for longer, and free from the expense of independent living, they have been cushioned from the harshest effects of the recessionary climes. Without this young cohort's optimistic financial outlook, there seems little doubt that growth within the fashion market would have been significantly more subdued.

Definition

This report explores what under-25s spend their money on, how frequently they buy new garments, where they make fashion purchases and their attitudes towards fashion and shopping for clothing.

Value figures throughout this report are at retail selling prices (rsp) unless otherwise stated. Market sizes at constant prices are calculated using Mintel's clothing & footwear deflator.

Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to oxygen@mintel.com or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100