

Holidaywear Shopping - UK - August 2012

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“The rise in domestic holidays means that retailers and brands need to expand their definition of holidaywear away from the traditional beach clothing and swimwear collection. There is potential for holiday clothing to include a wider selection of outfits such as festival collections, as well as clothes suitable for the wet and cold British summer but with a feel-good holiday style.”

– Tamara Sender, Senior Clothing Analyst

In this report we answer the key questions:

- What impact is the rise in staycations likely to have on the holiday clothing market?
- How can retailers encourage people to take more new clothes, footwear and accessories on holiday with them?
- How can online and multichannel retailers benefit from the increase in online shopping to push their holidaywear sales?
- What can holidaywear retailers and brands do to further appeal to the growing 25-34-year-old segment?

While holidays and clothes still remain high up on the priority list for British people, the holiday clothing and footwear market is feeling the repercussions of the growth in staycations, the recent cold and wet UK summers, and the drop in overall holiday taking.

Furthermore, half of holidaymakers only take a few new clothes with them on holiday and over half of women and nearly four in ten men only buy holiday clothing that they will wear at home when they return.

This report looks at the holiday clothing and footwear market in mid-2012, analysing what types of holidays people go on, what ‘must-have’ items they take with them, where they buy clothing for their trips and assessing their attitudes towards purchasing holidaywear.

This report looks at:

- Types of holidays taken – beach, city break, cultural/sightseeing holiday, camping/caravanning holiday.
- What holiday ‘must-haves’ are purchased, including clothing, footwear, underwear, swimwear, sportswear, accessories, jewellery, sunglasses, hats, toiletries, suntan preps, cosmetics/perfume, medicines and luggage.
- From which retailers consumers buy clothing for holidays.
- Attitudes towards purchasing clothing for holidays.

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