

## Women's Clothes Shopping - US - October 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“There are many factors impacting the market for women’s clothing. The growing female Hispanic population and their inclination to buy clothing are fairly obvious factors. However, other considerations for this market include the growth of online and mobile shopping as well as varying levels of sizing among women’s clothing.”  
– Ali Lipson, Senior Retail & Apparel Analyst

### This report looks at the following areas:

- Where do women shop for clothing?
- The impact of online and mobile shopping
- Is size a concern?
- What would improve the shopping experience when women shop for clothes?

Total retail sales of women's clothes reached \$147 billion in 2012 and are expected to increase in 2013, reaching \$151 billion. The outlook for women's clothing is good. Sales are expected to grow by 19% between 2013 and 2018, reaching \$180 billion in sales in 2018. The women's clothing market is likely to benefit from the growing female population, in particular Hispanics, improved consumer confidence, new retail concepts, and the positive impact of online and mobile shopping.

This report focuses on women's clothing and offers sales trends, profiles of major retail players in the US market, as well as a detailed exploration of consumers' attitudes, usage, and shopping behaviors in this category.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The impact of online and mobile shopping

The issues

The implications

Is size a concern?

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What would improve the shopping experience when women shop for clothes?

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Clothing specialists

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Express

Forever 21

Gap Inc.—Gap, Banana Republic, Old Navy

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H&M

J. Crew

J. Jill

The Limited

New York & Company

Issues and opportunities for clothing specialists

Department stores

Bloomingdale's

JCPenney

Kohl's

Macy's

Nordstrom

Issues and opportunities for department stores

Mass merchandisers

Kmart

Target

Walmart

Issues and opportunities for mass merchandisers

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Online-only retailers

Amazon.com

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