

Children's Clothes Shopping - US - November 2013

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

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“Given that a third of parents interviewed shop for children’s clothing online and the exponential growth experienced overall by online shopping, should retailers in this market be learning from Best Buy’s stated intention to move away from the large store format and to a more streamlined in-store/online integrated approach as a way to stay ahead in the children’s clothing market?”
– Alison Lipson, Senior Retail & Apparel Analyst

This report looks at the following areas:

- How big a threat to in-store shopping is online buying?
- Aligning with parents' savings strategies
- The impact of the Hispanic population
- What frustrations do parents encounter when shopping for children's clothing?

Total retail sales of children's clothing reached \$42.8 billion in 2012 and are expected to increase slightly in 2013, reaching \$43 billion. Sales of children's clothing are expected to grow over the next five years, increasing 14% between 2013 and 2018, to reach \$49 billion. An increase in the number of children (particularly Hispanics), improved consumer confidence and easier access to shopping for clothing through online and mobile channels will help support future growth in the children's clothing market.

This report focuses on children'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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