

## Womenswear - UK - April 2013

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*“Women are increasingly using different devices to browse, compare, search and reserve/pay for fashion online, combining in-store and online shopping without even noticing. Successful fashion retailers need to ensure that they can engage with consumers both virtually and physically and create a seamless shopping experience.”*

– Tamara Sender, Senior Clothing Analyst

### In this report we answer the key questions:

- What changes are happening to British fashion?
- What are the main differences in women and men’s attitudes towards buying clothes?
- Have women cut back on buying womenswear amid the economic downturn?
- What is the profile of consumers driving growth in the womenswear market?
- What is the growth potential for the online fashion market for womenswear?

The women’s fashion market has grown by 4% in 2012 to reach £20.7 billion as clothes remain high up on women’s spending priorities, lending the sector a degree of resilience in an overall tough economic climate.

While females continue to spend their extra money on buying clothes, they have adapted their shopping behaviour to the continuing tough economic climate and as a result have become more discerning about what they buy and how much they pay for it meaning that retailers need to compete even more for their custom. These savvier shoppers tend to only buy clothes when they are reduced, compare prices more before buying and purchase cheaper items from their usual stores.

Quality has however, become more important and there has been a shift among women away from price alone as the main factor when buying clothes.

This report looks at where women buy clothing, underwear and footwear, how often they purchase it, their attitudes towards buying womenswear and their attitudes towards shopping online.

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