

## Underwear - UK - June 2013

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



*“Average spend per head on underwear remains low, as a result of the wide availability of low-priced pants and bras, the popularity of multipacks and half of consumers only buying new items when their old ones have worn out.”*

– Tamara Sender, Senior Clothing Analyst

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

- What is the impact of growing competition in the underwear market?
- How important is celebrity endorsement to the underwear market?
- What will drive growth in the underwear market over the next few years?
- What demographic will drive growth in the underwear market?
- Do consumers buy underwear online or what is putting them off?

While the underwear market is not as fashion-focused as the clothing market, it is important for retailers to ensure that they stay relevant in a rapidly changing sector that is facing increasing levels of competition both from new players launching in the UK and from existing retailers upping their lingerie offer. Mintel estimates the underwear market has grown by 1.5% to almost £2.7 billion in 2012.

Sales, however, have been held back by the high level of replacement buying among British consumers. Only buying new items when your old ones have worn-out is much more common for underwear than for clothing. At the same time over half of both men and women tend to stick to the same styles of underwear. One of the ways to drive growth in the underwear market therefore is through new products and the use of new fabrics to give consumers an incentive to buy more and experiment, as well as more fashionable ranges.

BUY THIS  
REPORT NOW

VISIT:  
[store.mintel.com](http://store.mintel.com)

CALL:  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

APAC  
+61 (0) 2 8284 8100

EMAIL:  
[oxygen@mintel.com](mailto:oxygen@mintel.com)

### DID YOU KNOW?

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