

## Childrenswear - UK - November 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.



“Babywear has lent the market some resilience and as well as benefiting from the recent baby boom, it has been more protected from the economic downturn due to the strong gifting market.”

– Tamara Sender, Senior Fashion Analyst

### This report looks at the following areas:

- How has the childrenswear market performed?
- What changes have we seen in where people buy their childrenswear from?
- How have different sectors within childrenswear performed?
- How can specialist childrenswear retailers fight back and encourage customers to trade up?
- What are the opportunities for engaging children more in the shopping process?

Growth in the childrenswear market in 2013 has been driven by a rising birth rate and an infantswear sector that has been protected from the economic climate due to the strength of gifting within the market. The continued dominance of supermarkets and the focus on low prices, however, has hindered value growth in the sector and meant that children's clothing underperformed the overall clothing market.

Specialist childrenswear retailers and independents have struggled. The economic downturn has resulted in consumers trading down from branded independents to clothing multiples. Mid-market high street chains stocking childrenswear, such as H&M and Zara, have done well as consumers look to dress their children in affordable fashion-led clothes. Next has grabbed share as it has begun stocking branded childrenswear online, focusing on sportswear brands such as Converse and Vans. The sports-meets-fashion trend has been particularly popular in the kidswear market as there has been a growing tendency for children to wear sportswear around the house and as leisurewear.

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