

Department Store Retailing - UK - May 2013

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“Three fifths of shoppers enjoy looking around a department store, even if they are not planning to make a purchase. There is potential for retailers to use the latest technology to capitalise on dwell time and persuade consumers to buy using techniques such as personalised real-time special offers.”

– Tamara Sender, Senior Clothing Analyst

In this report we answer the key questions:

- How are consumers using department stores for shopping in today's multichannel retail environment?
- What can department stores do to attract younger shoppers?
- How can retailers encourage people to shop more at department stores?
- Is showrooming becoming an increasing issue for department stores?
- What are the main department stores doing to excel in clothing, which is one of the core categories?
- To what extent have the main players been investing in their beauty offering?

Department stores have stood out as the winners of the retail sector in 2012. Consumers are shopping in a less linear way and using different channels when they purchase. Those retailers, such as [John Lewis](#), which are striving to create a seamless multichannel shopping experience so that consumers can shop how, where and when they want, are outperforming the sector.

Mintel's consumer research highlights that over three fifths of shoppers enjoy looking around department stores even if they are not planning to make a purchase. While part of the strategy of any department store is to create somewhere that people want to linger, retailers need to do more to capitalise on dwell time and encourage these consumers to purchase.

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