

Clothing Retailing - UK - October 2014

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

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“Factors such as fewer queues, better clothes displays and nicer changing rooms, which are often overlooked by retailers, all stand out as being imperative to improving the shopping experience for consumers.”
– Tamara Sender, Senior Fashion Analyst

This report looks at the following areas:

- How has the clothing sector performed in 2014?
- Who are the winners and losers in clothing?
- What are the main changes in shopping behaviour?
- How can retailers improve the shopping experience for customers?

Mintel estimates that in 2014 consumers continued to prioritise spend on clothing, although sales growth has been impacted by strong comparatives last year. Shoppers have proved consistently willing to grow their spending on clothing in real terms in line with inflation.

The clothing specialists sector saw further declines in share in 2014 as M&S continued to underperform. Pure-plays are gaining at the expense of mid-market specialists, while sports goods retailers look to have taken share from younger fashion chains.

Issues related to sizing stand out in the consumer research for this report, with a third of shoppers saying that a wide selection of sizes is the reason that they shop at a particular retailer and two fifths stating that better availability of sizes would be the factor that would most improve the shopping experience.

Mintel's report includes extensive consumer research looking at where consumers are shopping, what channels they use to shop, their reasons for buying from a particular retailer as well as their attitudes and behaviours when buying clothes.

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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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