

Childrenswear - UK - November 2014

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

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“While fashion is not the main priority for parents, almost half of girls aged 7-14 worry about whether their clothes look fashionable. Given that young girls prefer to shop with their parents, as they get older they are likely to exert an influence over where they shop and what clothes they buy, providing opportunities for more fashion-led retailers that also focus on value.”

– Tamara Sender, Senior Fashion Analyst

This report looks at the following areas:

- How has the childrenswear market performed over the last year?
- Which players have performed the best?
- What are people's priorities when buying children's clothing?
- What are the opportunities for growth in the sector?

The childrenswear market has seen slower growth than the adult clothing market as the dominance of supermarket chains and value retailers has kept prices low and held back value growth in the sector. The specialists have been struggling to compete in such a price sensitive market and the last year has seen the main baby and children specialists including Mothercare and Mamas & Papas all face serious problems.

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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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