

Womenswear - UK - May 2014

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“As women, particularly the main clothes shoppers aged under-35-years-old, increasingly favour browsing for clothes online rather than wandering the high street, websites that allow customers to play around with outfit building and use editorial content to promote the latest trends will encourage shoppers to buy the look and drive average basket size.”

– Tamara Sender, Senior Fashion Analyst

This report looks at the following areas:

- How has the womenswear market performed?
- Who stands out as the winners in the womenswear market?
- What are the main opportunities for growth?
- What are the opportunities for the online womenswear sector?]

The womenswear market has grown substantially recently, as women continue to prioritise buying new clothes over other areas of spend. While women's clothing sales have risen over the last five years, growth in 2013 has been impacted by high levels of discounting.

Women have become savvier shoppers following the economic downturn and this has impacted their clothes shopping behaviour, with over half preferring to wait for sales/special offers than pay full price for clothes.

Young women continue to drive fashion sales, placing such high importance on the latest trends that despite being under increasing financial pressure, they continue to spend their extra money on updating their wardrobes. Future growth opportunities for the sector, however, will come from the rising 25-34-year-old demographic, who are as keen clothes shoppers as their younger counterparts, and the ageing female population who are becoming more style aware and confident about what they wear.

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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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Table of Contents

Introduction

Definitions

Abbreviations

Executive Summary

The market

Figure 1: Best and worst case forecast of UK sales of women's outerwear, 2008-18

Market factors

Changes in population within 16-34 age group will impact womenswear

Some 25% of women are obese

Companies, brands and innovations

Who's Innovating?

Market share

Brand research

Figure 2: Attitudes towards and usage of brands in the womenswear sector, November 2013

The consumer

Women prioritise buying new clothes

Figure 3: Activities women have done in the last three months, March 2013 and March 2014

Primark stands out as the leading womenswear player

Figure 4: Retailers from where women bought clothing for themselves in the last 12 months, in-store and online, December 2013

Women show less interest in quality than men

Figure 5: Most important factors when buying clothes in-store when choosing one retailer over another, December 2013

Cost of delivery is more important than speed

Figure 6: Most important factors when buying clothes online when choosing one retailer over another, December 2013

Three quarters of women browse for clothes online

Figure 7: How women shop for clothes, December 2013

Women are big bargain hunters

Figure 8: Women's attitudes towards shopping for clothes, December 2013

What we think

Issues and Insights

How has the womenswear market performed?

The facts

The implications

Who stands out as the winners in the womenswear market?

The facts

The implications

What are the main opportunities for growth?

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The facts

The implications

What are the opportunities for the online womenswear sector?

The facts

The implications

Trend Applications

Trend: Prove It

Trend: Collective Intelligence

Mintel Futures: Brand Intervention

Market Environment

Key points

Changes in population within 16-34 age group will impact womenswear

Figure 9: Trends in the age structure of the UK female population, 2008-18

Targeting older women

Employment

Figure 10: Female employment and unemployment, 2008-18

Some 25% of women are obese

Figure 11: Proportion of overweight and obese female population, 2006-12

Women are less confident about their finances than men

Figure 12: How respondents describe their financial situation, by gender, March 2014

Figure 13: Current financial situation compared with a year ago, by gender, March 2014

Women nearly as likely as men to own tablet

Figure 14: Household ownership of computers, tablets and e-readers, by gender, December 2013

Men rather than women acquiring smartphones

Figure 15: Personal ownership of mobile phones, by gender, December 2013

Strengths and Weaknesses in the Market

Strengths

Weaknesses

Who's Innovating?

Key points

New store launches

New collections

Designer collaborations

Personalisation

Technology

Online

In-store

In-store design

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Market Size and Forecast

Key points

Women's clothing sales rose 4.6% in 2013

Figure 16: Best and worst case forecast of UK sales of women's outerwear, 2008-18

The future

Figure 17: UK sales of women's outerwear, at current and constant prices, 2008-18

Factors used in the forecast

Space Allocation Summary

Key points

Space allocations: Detailed estimates

Figure 18: Space allocation estimates for womenswear, M&S, Next, Primark, TK Maxx, New Look, Matalan, September 2013

Figure 19: Space allocation estimates for womenswear, Zara, H&M, Debenhams, Asda, Tesco, Sainsbury's, September 2013

Figure 20: Space allocation estimates for womenswear specialists, September 2013

Estimated sales breakdown

Figure 21: Estimated sales of womenswear by product, M&S, Next, Debenhams, Primark, TK Maxx, New Look, 2012/13

Figure 22: Estimated sales of womenswear by product, Matalan, Asda, Tesco, Sainsbury's, Zara, H&M, 2012/13

Sales density

Figure 23: Estimated sales density for womenswear by product, M&S, Next, Primark, Asda, TK Maxx, Debenhams, 2012/13

Market shares

Figure 24: Estimated market shares for womenswear, 2012/13

Brand Research

Brand map

Figure 25: Attitudes towards and usage of brands in the womenswear sector, November 2013

Correspondence analysis

Brand attitudes

Figure 26: Attitudes, by womenswear brand, November 2013

Brand personality

Figure 27: Womenswear brand personality – macro image, November 2013

Figure 28: Womenswear brand personality – micro image, November 2013

Brand experience

Figure 29: Womenswear brand usage, November 2013

Figure 30: Satisfaction with various womenswear brands, November 2013

Figure 31: Consideration of womenswear brands, November 2013

Figure 32: Consumer perceptions of current womenswear brand performance, November 2013

Brand recommendation

Figure 33: Recommendation of various womenswear brands, November 2013

Brand Advertising and Promotion

Key points

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Topline spend continues to increase

Figure 34: Advertising expenditure for womenswear, 2010-13

Press remains the dominant medium

Figure 35: Main Monitored media advertising expenditure on women's fashion by media type, 2010-13

Shop Direct main spender

Figure 36: Main monitored media advertising expenditure on women's fashion by company, 2013

The Consumer – Women's Spending Priorities

Key points

Women prioritise buying new clothes

Figure 37: Activities women have done in the last three months, March 2013 and March 2014

Same numbers of women and men buy shoes

Figure 38: Spending habits for clothing, footwear and accessories, by gender, March 2014

The Consumer – Where Do Women Buy Clothes?

Key points

Figure 39: Retailers from where women bought clothing for themselves in the last 12 months, in-store and online, December 2013

Primark stands out as the leading womenswear player

M&S and Next

Figure 40: Women who have bought clothing for themselves in the last 12 months from M&S and Next, in-store and online, by age group and socio-economic group, December 2013

Changes in where women shop over the last year

Figure 41: Retailers from where women bought clothing for themselves in the last 12 months, in-store and online, January 2013 and December 2013

Women still buy more clothes online than men

Figure 42: Retailers from where women bought clothing for themselves in the last 12 months, December 2013

Young fashion retailers draw older women

Figure 43: Women who have bought clothing for themselves in the last 12 months from Topshop, H&M, New Look and other mid-market high street fashion retailers, in-store and online, by age group, December 2013

Young women like to shop at wide range of retailers

Supermarkets

Figure 44: Women who have bought clothing for themselves in the last 12 months from Asda, Tesco and Sainsbury's, in-store and online, by age group and socio-economic group, December 2013

The Consumer – Most Important Factors When Shopping In-Store

Key points

Women seek value for money

Figure 45: Most important factors when buying clothes in-store when choosing one retailer over another, December 2013

Focus on changing rooms

Older women want clothes available in their size

Figure 46: Most important factors when buying clothes in-store when choosing one retailer over another, by age group, December 2013

Targeting women aged 45+ with special offers

Store layout is important for 16-24s

Figure 47: Most important factors when buying clothes in-store when choosing one retailer over another, by age group, December 2013

Importance of factors by retailer last shopped at

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Figure 48: Most important factors for people who last shopped at Primark when buying clothes in-store

Figure 49: Most important factors for people who last shopped at M&S when buying clothes in-store

Figure 50: Most important factors for people who last shopped at Next when buying clothes in-store

The Consumer – Most Important Factors When Shopping Online

Key points

Cost of delivery is more important than speed

Figure 51: Most important factors when buying clothes online when choosing one retailer over another, December 2013

Young want both fast and cost-effective delivery

Figure 52: Most important factors when buying clothes online when choosing one retailer over another, by age group, December 2013

25-34s most drawn to click-and-collect

Size guidance

Importance of factors by retailer last shopped at

Figure 53: Most important factors for people who last shopped at eBay when buying clothes online

Figure 54: Most important factors for people who last shopped at Next when buying clothes online

Figure 55: Most important factors for people who last shopped at M&S when buying clothes online

Figure 56: Most important factors for people who last shopped at online only retailers when buying clothes online relative to the average, December 2013

The Consumer – Shopping Journey

Key points

Three quarters of women browse for clothes online

Figure 57: How women shop for clothes, December 2013

Under-35s twice as likely to browse online as in-store

Figure 58: How women shop for clothes, by age group, December 2013

Young like to browse online both at home and out

Looking whilst at work

Fashion apps

How women shop by where they live

Figure 59: How women shop for clothes, by age group, December 2013

The Consumer – Women's Attitudes to Shopping for Clothes

Key points

Figure 60: Women's attitudes towards shopping for clothes, December 2013

Women are big bargain hunters

Women want one-stop shop for fashion

Under-25s willing to splash out on quality

Under-35s most fashion conscious

Under-35s look for unique offering

Young want more technology in-store

Appendix – Market Size and Forecast

Figure 61: Best and worst case forecast of UK sales of women's outerwear, 2008-18

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

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Appendix – Brand Research

- Figure 62: Brand usage, November 2013
- Figure 63: Brand usage, August 2013
- Figure 64: Brand commitment, November 2013
- Figure 65: Brand commitment, August 2013
- Figure 66: Brand momentum, November 2013
- Figure 67: Brand momentum, August 2013
- Figure 68: Brand diversity, November 2013
- Figure 69: Brand diversity, August 2013
- Figure 70: Brand satisfaction, November 2013
- Figure 71: Brand satisfaction, August 2013
- Figure 72: Brand recommendation, November 2013
- Figure 73: Brand recommendation, August 2013
- Figure 74: Brand attitude, November 2013
- Figure 75: Brand attitude, August 2013
- Figure 76: Brand image – macro image, November 2013
- Figure 77: Brand image – macro image, August 2013
- Figure 78: Brand image – micro image, November 2013
- Figure 79: Brand image – micro image, August 2013

Appendix – The Consumer – Where Do Women Buy Clothes?

- Figure 80: Most popular retailers from where women bought clothes for themselves in the last 12 months – Bought in-store/online in the last 12 months, by demographics, December 2013
- Figure 81: Next most popular retailers from where women bought clothes for themselves in the last 12 months – Bought in-store/online in the last 12 months, by demographics, December 2013
- Figure 82: Other retailers from where women bought clothes for themselves in the last 12 months – Bought in-store/online in the last 12 months, by demographics, December 2013
- Figure 83: Most popular retailers from where women bought clothes for themselves in the last 12 months – Bought in-store in the last 12 months, by demographics, December 2013
- Figure 84: Next most popular retailers from where women bought clothes for themselves in the last 12 months – Bought in-store in the last 12 months, by demographics, December 2013
- Figure 85: Other retailers from where women bought clothes for themselves in the last 12 months – Bought in-store in the last 12 months, by demographics, December 2013
- Figure 86: Least popular retailers from where women bought clothes for themselves in the last 12 months – Bought in-store in the last 12 months, by demographics, December 2013
- Figure 87: Most popular retailers from where women bought clothes for themselves in the last 12 months – Bought online in the last 12 months, by demographics, December 2013
- Figure 88: Next most popular retailers from where women bought clothes for themselves in the last 12 months – Bought online in the last 12 months, by demographics, December 2013
- Figure 89: Other retailers from where women bought clothes for themselves in the last 12 months – Bought online in the last 12 months, by demographics, December 2013

Appendix – The Consumer – Most Important Factors When Shopping In-Store

- Figure 90: Most popular factors when buying clothing in-store from a particular retailer, by demographics, December 2013
- Figure 91: Next most popular factors when buying clothing in-store from a particular retailer, by demographics, December 2013
- Figure 92: Other factors when buying clothing in-store from a particular retailer, by demographics, December 2013
- Figure 93: Most important factors when buying clothing in-store from a particular retailer, by last place where women bought clothes – In-store, December 2013

Appendix – The Consumer – Most Important Factors When Shopping Online

- Figure 94: Most popular factors when buying clothing online from a particular retailer, by demographics, December 2013
- Figure 95: Next most popular factors when buying clothing online from a particular retailer, by demographics, December 2013

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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.

Figure 96: Most important factors when buying clothing online from a particular retailer, by last place where women bought clothes – Online, December 2013

Appendix – The Consumer – Shopping Journey

Figure 97: Most popular how women shop for clothes, by demographics, December 2013

Figure 98: Next most popular how women shop for clothes, by demographics, December 2013

Figure 99: How women shop for clothes, by most popular retailers from where women bought clothes for themselves in the last 12 months – In-store/online, December 2013

Figure 100: How women shop for clothes, by next most popular retailers from where women bought clothes for themselves in the last 12 months – In-store/online, December 2013

Figure 101: How women shop for clothes, by other retailers from where women bought clothes for themselves in the last 12 months – In-store/online, December 2013

Appendix – The Consumer – Women's Attitudes to Shopping for Clothes

Figure 102: Most popular women's attitudes towards shopping for clothes, by demographics, December 2013

Figure 103: Next most popular women's attitudes towards shopping for clothes, by demographics, December 2013

Figure 104: Women's attitudes towards shopping for clothes, by most popular retailers from where women bought clothes for themselves in the last 12 months – In-store/online, December 2013

Figure 105: Women's attitudes towards shopping for clothes, by next most popular retailers from where women bought clothes for themselves in the last 12 months – In-store/online, December 2013

Figure 106: Women's attitudes towards shopping for clothes, by other retailers from where women bought clothes for themselves in the last 12 months – In-store/online, December 2013

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