

Clothing Retailing – Ireland – December 2014

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This report looks at the following areas:

- What factors would help to enhance a consumer's experience when shopping both in-store and offline?
- Who are the key retailers operating in the NI and ROI clothing market?
- What impact have changes in the cost of clothing had on the Irish clothing retail market?
- Will increasing consumer confidence help to boost how often and how much consumers spend when shopping for clothes?

The Irish clothing retail market has turned the corner in 2014, seeing a slight growth in sales. However, consumers remain focused on saving money, with the majority of growth in the market coming from sales made in value-oriented retailers.

Moving forward as the economic conditions in Ireland improve, Mintel expects to see slow growth as consumers remain cautious. To encourage more consumers in-store, shops need to examine how they can improve the overall shopping experience – from including more variety and sizes of clothing to improving displays.



“Value for money is still the key factor driving consumers when buying clothing in 2014, to the benefit of retailers who offer lower-cost clothing. Moving forward, making improvements to the overall shopping experience, such as better fitting rooms, might help to attract more consumers towards higher-end retailers.” – **Brian O'Connor, Production Manager**

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- Benetton Group
- Debenhams
- Dunnes Stores
- H&M
- Inditex Group
- M&S
- Next
- Primark/Penneys
- Tesco
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