

Clothing Retailing - UK - October 2015

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“While clothing remains a highly resilient category, it is also a mature sector that is becoming increasingly overcrowded. As consumer expectations surrounding the shopping experience rise, retailers need to up their game and focus on the main issues that concern customers when buying clothes such as fit and availability of garments in their size.”

– Tamara Sender, Senior Fashion Analyst

This report looks at the following areas:

- How has the clothing sector performed in 2015?
- Who are the winners and losers in clothing?
- What are retailers doing to help solve the problem of the high level of returns for clothing bought online?

While the clothing sector has continued to perform strongly, Mintel estimates that consumer spending on clothing was weaker in 2015 compared with 2014, rising only 4%, as shoppers have adopted a savvier approach to buying clothes.

Specialist clothing retailers have seen their share of the total clothing market continue to decline, with M&S's underperformance impacting the sector. Meanwhile, online-only retailers and sports goods retailers are among the winning players in clothing.

As the rate of online returns rises, the consumer research for this report finds that poor fit is the main reason for returning clothes bought online. The issue of fit is a huge challenge for retailers as half of women aged under 45 struggle to find clothes that fit them well.

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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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Data sources

Definitions

VAT

Sales per store, sales per sq m

Other

Fan chart forecast

Abbreviations

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