

Plus Size and Big & Tall Clothing - US - June 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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Unfortunately, the obesity epidemic continues to linger in the US, impacting over one third of Americans. However, it is this sheer number of consumers that play a major role in creating demand for the plus size and big and tall clothing markets. The industry will also be supported by growing female and male populations and a strengthening economy.

This report looks at the following areas:

- Obesity impacts over one third of Americans
- Online shopping is fairly common
- Many struggle with sizing

Online shopping is already high in this category, but should continue to be strong as mobile shopping rises. Many shoppers in the market (even more men than women in this survey) consider themselves to be fashionable and stylish, and enjoy clothes shopping; yet often settle for what fits. Numerous opportunities exist for retailers to better service the individual needs of customers who require larger sized clothing, without making them feel singled out for their size.

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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

Overview

What you need to know

Definition

Executive Summary

The issues

Obesity impacts over one third of Americans

Figure 1: Prevalence of obesity among adults aged 20 and over, by gender, 2011-12

Online shopping is fairly common

Figure 2: Big & tall clothing, Retailers shopped, April 2015

Many struggle with sizing

Figure 3: Plus size clothing, Degree of difficulty finding right sizes, April 2015

The opportunities

Celebrate individuality without being exclusive

Figure 4: Plus size clothing, Attitudes toward clothes shopping, April 2015

Become more fashion-forward

Figure 5: Plus size clothing, Attitudes toward clothes shopping, by age, April 2015

Harness the power of social media

Figure 6: Big & Tall clothing, Sources of inspiration, by age, April 2015

What it means

The Market – What You Need to Know

Obesity continues to impact one third of Americans

US adult population slated for growth

Shopping in this category frequently occurs outside the store

Shoppers hunger for casual clothing that can be dressed up or down

Market Factors

Over two thirds of Americans are overweight or obese

All sizes and shapes

Continued US population growth expected through 2019

Online and mobile shopping is on the rise

Social networks offer another source of inspiration

Desire for casualization influences merchandise selections

Key Players – What You Need to Know

Key themes from leading retailers: individuality, customization and inclusiveness

Companies should have a plan for handling negative publicity

Growing trends and opportunities: social media, celebrity endorsements, online shopping, and athleisurewear

What's Working?

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Mass retailers taking plus size and big and tall shoppers seriously

What's Struggling?

- 'Slim' options within upscale designer market
- Other reasons for scrutiny
- Contending factors

What's Next?

- More companies enlisting fashion bloggers and celebrities as spokespeople
- Increasing use of celebrities
- Expanded online offerings
- Health and wellness initiatives and athleisurewear trend present opportunities

The Consumer – What You Need to Know

- Online shopping is high
- Biggest frustration: finding clothes in the right sizes that fit
- Plus size and big & tall clothing shoppers yearn for more fashionable options
- Social media is more influential than one might think

Plus Size Clothing Purchases and Expenditures

Nearly nine out of 10 plus sized women purchased clothing in the last year
 Figure 7: Plus size clothing, Items purchased, April 2015

Half of women spent at least \$250
 Figure 8: Plus size clothing, Amount spent, April 2015

Equality for all

Retailers Shopped for Plus Size Clothing

Six out of 10 women shop online
 Figure 9: Plus size clothing, Retailers shopped, April 2015

For many, buying occurs out of necessity

Women's Attitudes and Opinions about Plus Size Clothing

More often than not, plus sized women have trouble finding clothes that fit
 Figure 10: Plus size clothing, Degree of difficulty finding right sizes, April 2015

Difficulties with sizing can lead to frustration and routine behavior
 Figure 11: Plus size clothing, Attitudes toward clothes shopping, April 2015

Appearance, style and fashion are important
 Figure 12: Plus size clothing, Attitudes toward clothes shopping, by age, April 2015

Women's Sources of Inspiration

Millennials highly influenced by social media
 Figure 13: Plus size clothing, Sources of inspiration, by millennials and non-millennials, April 2015

Big & Tall Clothing Purchases and Expenditures

Nearly all big and tall clothes shoppers purchased in the last year

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Figure 14: Big & tall clothing, Items purchased, April 2015

Men are big spenders

Figure 15: Big & tall clothing, Amount spent, April 2015

Retailers Shopped for Big & Tall Clothing

Online shopping is common

Figure 16: Big & tall clothing, Retailers shopped, April 2015

Men's Attitudes and Opinions about Big & Tall Clothing

Men of all sizes and weights have difficulty finding clothes that fit

Figure 17: Big & Tall clothing, Degree of difficulty finding right sizes, April 2015

Big and tall men are open to tools that bring out their inner "fashionisto"

Figure 18: Big & Tall clothing, Attitudes toward clothes shopping, April 2015

Men's Sources of Inspiration

Reigning in the influencers

Figure 19: Big & Tall clothing, Sources of inspiration, by age, April 2015

Opportunity for men's big and tall fashion to be on stage

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

Appendix – Market

Figure 20: Percent of people aged 20 or older who are obese, by gender and age, and obesity grade, 2009-12

Figure 21: Height in inches for US males aged 20 and over and selected percentiles, by race and ethnicity and age: 2007-10

Figure 22: Women population aged 18 or older, by age, 2009-19

Figure 23: Men population aged 18 or older, by age, 2009-19

Figure 24: Women by race and Hispanic origin, 2009-19

Figure 25: Men by race and Hispanic origin, 2009-19

Appendix – Consumer

Figure 26: Selected attitudes, by overweight and non overweight adults, April 2014-December 2014

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