

Children's Clothing - US - October 2015

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"Parents continue to struggle with issues related to sizing and would likely welcome solutions that address this. In-store shopping is preferred over online shopping given that parents often need their children to try on clothes, but online purchasing should become more prevalent in the future."

- Diana Smith, Senior Research Analyst - Retail & Apparel

This report looks at the following areas:

- Tepid sales growth anticipated while birthrates stabilize
- Children grow too fast
- Parents stick with their favorite retailers

The children's clothing market is experiencing slow, but steady growth. Sales should reach \$45 billion this year, up 2.5% versus last year. By 2020, sales should grow 5% compared to 2015 to reach \$47.2 billion. These forecasts assume that birthrates continue to stabilize and eventually increase. Population growth trends for children under 12, particularly among Hispanics and Asians should support the market. Overall, parents continue to struggle with issues related to sizing and would likely welcome solutions that address this. In-store shopping is preferred over online shopping given that parents often need their children to try on clothes, but online purchasing should become more prevalent in the future. Furthermore, dressing children in stylish and fashionable clothing is important to many parents, several of whom get inspiration from their children themselves, from other parents, or from social media.

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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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