

Clothing Retailing - Ireland - October 2016

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“Value retailers such as Penneys/Primark continue to perform exceptionally well as they have done in the last five years, however, looking ahead the growing online market threatens to pull consumers out of the store and towards online shopping. Value retailers risk being left behind in the absence of an online presence which may prove detrimental to sales.”

– **Emma McGeown, Research Analyst**

This report looks at the following areas:

- How is the market expected to perform in 2016/17?
- What are the top clothing retailers used by Irish consumers?
- How is the online shopping market faring?
- How can brands entice consumers in-store rather than online?

The clothing retail market for IoI has shown considerable growth in 2015 with this growth set to continue throughout 2016 and into 2017. Although the high street retailers, eg M&S, Next, Topshop, still represent the top-performing sector in terms of share of value sales, we find a large number of consumers are shopping in value discounters such as Penneys/Primark, borne out by the sector's growth of 17% between 2011 and 2015. Indeed, The Consumer sections of this Report have found that Penneys/Primark is the top clothing retailer used by Irish consumers with around eight in 10 having bought clothes from the discount retailer in the last 12 months.

Moving forward, despite the improving Irish economy, consumers are still highly conscious of their spending habits, which have fuelled this 'discount' economy we are currently seeing across retailing industries from grocery to clothing. Bargain hunting has also been aided by the many online shopping alternatives, which have ensured competitive prices both in-store and online as well as encouraging bricks-and-mortar retailers to become more innovative as a way to pull more consumers towards their in-store offering.

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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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