

Clothing Retailing - UK - October 2016

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“In an increasingly challenging clothing market, clothing retailers need to rapidly adapt to the changing needs of consumers and encourage them to spend by offering them frequently updated collections that are less tied to the seasons, which they can buy and wear immediately.”
– Tamara Sender, Senior Fashion Analyst

This report looks at the following areas:

- **How has the clothing sector performed in 2016?**
- **Who are the winners and losers in clothing?**
- **What are the opportunities for driving sales in the sector?**

The clothing retail sector is facing a very tough year and Mintel estimates that consumer spending on clothing rose only 1.8% in 2016 to £54.8 billion as consumers spent less of their disposable income on fashion.

Specialist clothing retailers have seen their share of the total clothing market continue to decline further following the demise of Bhs and Austin Reed and the underperformance of M&S and as sports stores, the grocery multiples and department stores have grabbed share. Online-only retailers such as ASOS, Boohoo and Amazon are seeing strong growth and are rapidly growing their share of spending on clothing.

The way consumers are shopping for clothes is changing, there is a buy-now, wear-now mentality and retailers have failed to adapt to this fast enough, with the majority of women aged 16-44 finding it hard to find clothes that suit unusual weather for the season such as warm clothes in summer. There has also been a growing momentum for locally made clothes, with consumer research for this Report finding that 87% of shoppers would be interested in garments made in Britain.

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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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