

Children's Clothing - US - February 2017

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"The children's clothing market can be described as stable, yet a little sleepy. Sales are up year-over-year at current prices but not setting records. People are still having babies, but birthrates have only just begun to stabilize after stagnating for several years following the recession. Economic conditions are good at the time of writing, but a new presidential administration may bring uncertainty."
Diana Smith, Associate Director - Retail & Apparel

This report looks at the following areas:

- Industry could use a boost
- Companies need to get the basics right
- Department stores face more competition

Definition

For the purposes of this Report, Mintel has used the following definitions:

This Report covers the market related to shopping for children's clothing up to and including preteen clothes, and includes the following groups:

- infant (<1 year)
- toddler/preschool (1-5 years)
- young boys and girls/preteen (6-11 years)

The principal types of clothing covered in this report include:

- sleepwear
- underwear
- daywear
- outerwear

Excluded from this Report are children's footwear, accessories/jewelry, and hats/gloves. Footwear will be covered in Mintel's upcoming *Children's Footwear - US, March 2017*.

This Report builds on the analysis presented in Mintel's *Children's Clothing - US, October 2015* and *Children's Clothes Shopping - US, November 2013*.

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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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