

Womenswear - UK - May 2018

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“The womenswear market is facing challenging times, with many of the major players in the market seeing weaker sales growth. In a more competitive retail environment, retailers must make sure they have a compelling product offer and a real understanding of what their customers want. Retailers can no longer get by with being average but need to do more to differentiate themselves.”

– **Tamara Sender, Senior Fashion Analyst**

This report looks at the following areas:

- Who are the winners and losers?
- Which demographics are driving sales?
- What can retailers and brands do to stand out?

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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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