

Occasionwear (Including Partywear & Bridalwear) - UK - August 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- A need for retailers to better understand customer needs
- The shift online and rising social media usage changing the market
- Opportunities to encourage trade up purchases

The occasionwear market remains robust with an ongoing appetite for new fashion items when attending a special occasion amongst UK consumers. However, the strength of the category has resulted in an increasing number of retailers expanding their offer as they vie for consumer spending, which is in turn creating a more competitive and challenging retail environment.

Sales of occasionwear are seasonal, with particularly strong uplifts in demand during the summer and winter months, with consumer research showing that weddings and Christmas parties are amongst the most popular reasons to buy occasionwear.

Spend is driven by young and affluent consumers, with these shoppers not only tending to buy new fashion for a greater variety of occasions, but also tending to buy a wider range of different products when occasionwear shopping. Meanwhile, the market also continues to be driven by women, with fashion trends persuading women to buy occasionwear more frequently.

Going forward, key trends that look set to shape the market include the shift towards online retailing, a focus on experiential retailing, both in-store and online, and rising demand for personalisation.



“Although the occasionwear market continues to be highly seasonal, with significant peaks in the summer and winter months, consumers show a willingness to buy new fashion for a variety of different occasions which is helping to buoy demand throughout the year.”

– **Samantha Dover, Senior Retail Analyst**

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Table of Contents

OVERVIEW

- What you need to know
- Products covered in this Report

EXECUTIVE SUMMARY

- The market
- UK consumers remain confident
- Opportunities to target new customers
- Companies and brands
- New players disrupt the market
- Tapping into major retail trends
- The consumer
- Almost two thirds bought occasionwear last year

Figure 1: Occasions consumers purchased fashion for in the last 12 months, June 2018

- Fashion retailers remain popular

Figure 2: Retailers used to purchased occasionwear in the last 12 months, June 2018

- Few leave purchases until the last minute

Figure 3: How far in advance consumers typically start to think about what to wear for a special occasion, June 2018

- Retailers have a strong hold on consumers

Figure 4: Where consumers typically look for inspiration when thinking about what to wear for a special occasion, June 2018

- Consumers want something a little more personal

Figure 5: Consumer interest in innovations when shopping for occasionwear, June 2018

- Discounting has eroded price integrity

Figure 6: Consumer attitudes towards occasionwear, June 2018

- What we think

ISSUES AND INSIGHTS

- A need for retailers to better understand customer needs
- The facts
- The implications
- The shift online and rising social media usage changing the market
- The facts
- The implications
- Opportunities to encourage trade up purchases
- The facts

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Occasionwear (Including Partywear & Bridalwear) - UK - August 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

MINTEL

• The implications

MARKET DRIVERS

- **An aging population will shape the market**
Figure 7: Trends in the age structure of the UK population, 2016-26
Figure 8: Breakdown of trends in the age structure of the UK population, 2016-26
- **Continued demand for plus-size fashion**
Figure 9: Overweight and obesity prevalence, 2012-16
- **Plenty of reasons to buy occasionwear**
Figure 10: Total number of births, deaths and marriages in the UK, 2012-16
- **Wedding attendance remains high**
Figure 11: Proportion of adults who have attended a wedding in the last three years, October 2016
- **August most popular month for weddings**
Figure 12: Number of marriages by month of occurrence, 2015
- **Racecourse attendance peaks in the summer months**
Figure 13: Racecourse attendance in the UK, 2017
Figure 14: Racecourse fixtures and attendance in the UK, 2016 and 2017
- **Rising social media usage**
Figure 15: Recent social media network usage, March 2017 and April 2018
- **Real wages return to growth**
Figure 16: Real wage growth – Average weekly earnings vs inflation, January 2014-May 2018
- **Consumer confidence remains robust**
Figure 17: Consumer financial confidence, June 2013-June 2018
- **Fashion continues to be a priority for UK consumers**
Figure 18: Trends in activities done and planned, May 2018

LAUNCH ACTIVITY AND INNOVATION

- **Amazon launches own-label occasionwear**
Figure 19: Amazon Truth & Fable Occasionwear, 2018
- **Continued investment into rental services**
Figure 20: Westfield's Style Trial Fashion Rental Pop-Up, 2018
- **Sainsbury's unveils new formalwear collections**
- **Next to trial in-store bridalwear concession**
- **The high-street's love affair with bridalwear**
Figure 21: French Connection Bridalwear, 2018

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Occasionwear (Including Partywear & Bridalwear) - UK - August 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



Figure 22: Oasis Bridesmaid Collection, 2018

- **Tailor Made**
- **The personal styling opportunity**
- **Self Portrait's new London store**

Figure 23: Self Portrait Store London, 2018

- **Karen Millen enters partnership with Ascot Racecourse**
- **Catering to new demographics**

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Most have shopped in the last year**
- **Women drive the market**
- **In-store remains primary purchasing channel**
- **Occasionwear is a considered purchase**
- **Half look to retailers for outfit inspiration**
- **Consumers want personalisation**
- **Price sensitivity shaping the market**

OCCASIONWEAR PURCHASING

- **Parties top the list of reasons to shop**

Figure 24: Occasions consumers purchased fashion for in the last 12 months, June 2018

- **Women drive the market**

Figure 25: Occasions consumers purchased fashion for in the last 12 months, by gender, June 2018

- **Further evidence that women are more likely to buy a new outfit for a special occasion**
- **Young consumers most likely to purchase**

Figure 26: Occasions consumers purchased fashion for in the last 12 months, by age, June 2018

- **Purchasing dependent on affluence**

Figure 27: Occasions consumers purchased fashion for in the last 12 months, by socio-economic status, June 2018

- **Women more likely to shop for multiple occasions**

Figure 28: Repertoire of occasions consumers purchased fashion for in the last 12 months, June 2018

WOMENSWEAR PURCHASING

- **Most women shop for dresses and footwear**

Figure 29: Womenswear items purchased for a special occasion in the last 12 months, June 2018

- **Older women most likely to buy headwear**

Figure 30: Womenswear items purchased for a special occasion in the last 12 months, by age, June 2018

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Occasionwear (Including Partywear & Bridalwear) - UK - August 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

MINTEL

- **Less affluent women show a greater preference for separates**

Figure 31: Womenswear items purchased for a special occasion in the last 12 months, by socio-economic status, June 2018

- **Dress purchasing highest amongst wedding guests**

Figure 32: Occasion fashion purchased for, by what they bought, June 2018

- **Women shop across multiple categories**

Figure 33: Repertoire of womenswear items purchased for a special occasion in the last 12 months, June 2018

MENSWEAR PURCHASING

- **Men most likely to buy a shirt**

Figure 34: Menswear items purchased for a special occasion in the last 12 months, June 2018

- **Young men drive trend for mismatched tailoring**

Figure 35: Menswear items purchased for a special occasion in the last 12 months, by age, June 2018

- **Suit shopping peaks amongst affluent males**

Figure 36: Menswear items purchased for a special occasion in the last 12 months, by socio-economic status, June 2018

- **New shirts enough to update an outfit for a party or night out**

Figure 37: Occasion fashion purchased for, by what they bought, June 2018

- **Male shoppers buy multiple new fashion items for a special occasion**

Figure 38: Menswear items purchased for a special occasion in the last 12 months, by socio-economic status, June 2018

HOW AND WHERE THEY SHOP

- **More than half shop online**

Figure 39: Channel used to purchased occasionwear in the last 12 months, June 2018

- **High-street vs online – Consumer attitudes**

- **Mid-market fashion retailers most popular**

Figure 40: Retailers used to purchased occasionwear in the last 12 months, June 2018

- **Men favour premium retailers**

Figure 41: Retailers used to purchased occasionwear in the last 12 months, by gender, June 2018

- **Luxury stores favoured by affluent and young shoppers**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Occasionwear (Including Partywear & Bridalwear) - UK - August 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

MINTEL

Figure 42: Retailers used to purchased occasionwear in the last 12 months, by age and income, June 2018

- **Luxury stores favoured by affluent and young shoppers**

Figure 43: Retailers used to purchased occasionwear in the last 12 months, by location, June 2018

- **Shoppers reluctant to move away from what they know**

Figure 44: Retailers used to purchased occasionwear in the last 12 months, by location, June 2018

- **Important factors when choosing where to shop**

PURCHASING PLANNING

- **Almost a third begin planning a month or more in advance**

Figure 45: How far in advance consumers typically start to think about what to wear for a special occasion, June 2018

- **Consumers begin planning as soon as possible**

- **Older women place high levels of consideration in purchases**

Figure 46: How far in advance consumers typically start to think about what to wear for a special occasion, by age and gender, June 2018

- **Urban shoppers wait until the last minute**

Figure 47: How far in advance consumers typically start to think about what to wear for a special occasion, by location, June 2018

WHERE THEY LOOK FOR INSPIRATION

- **Magazines remain important, but social media could be more influential**

Figure 48: Where consumers typically look for inspiration when thinking about what to wear for a special occasion, June 2018

- **Men influenced by TV**

Figure 49: Where consumers typically look for inspiration when thinking about what to wear for a special occasion, by gender, June 2018

- **Young most inspired by celebrities, whilst older shoppers reliant on retailers**

Figure 50: Where consumers typically look for inspiration when thinking about what to wear for a special occasion, by age, June 2018

- **Affluent shoppers look to major events**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Occasionwear (Including Partywear & Bridalwear) - UK - August 2018



Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 51: Where consumers typically look for inspiration when thinking about what to wear for a special occasion, by socio-economic status, June 2018

INTEREST IN INNOVATIONS

- **High levels of demand for personalisation**

Figure 52: Consumer interest in innovations when shopping for occasionwear, June 2018

- **Men most likely to rent occasionwear**

Figure 53: Consumer interest in innovations when shopping for occasionwear, by gender, June 2018

- **Young most likely to engage with online content**

Figure 54: Consumer interest in innovations when shopping for occasionwear, by age, June 2018

ATTITUDES TOWARDS OCCASIONWEAR

- **High levels of discount purchasing**

Figure 55: Consumer attitudes towards occasionwear, June 2018

- **Men more willing to invest in branded fashion**

Figure 56: Consumer attitudes towards occasionwear pricing, by gender, June 2018

- **Young most likely to want guidance**

Figure 57: Consumer attitudes towards occasionwear difficulties, by age, June 2018

CHAID ANALYSIS

- **Methodology**

- **Less affluent women struggle to find occasionwear that fits well**

Figure 58: Occasionwear – CHAID – Tree output, June 2018

Figure 59: Occasionwear – CHAID – Table output, June 2018

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**

- **Consumer research methodology**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.