

## Occasionwear (including partywear & bridalwear) - UK - August 2018

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

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“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**

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.

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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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Women drive the market  
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