

## Womenswear: Inc Impact of COVID-19 - UK - May 2020

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“Fashion retailers are facing unprecedented times and will be one of the hardest hit retail sectors as consumer shopping behaviour has altered drastically to reflect changes in lifestyles during the COVID-19 lockdown.”

– **Tamara Sender Ceron, Senior Fashion Analyst,**  
11/05/20

This report looks at the following areas:

Even when fashion stores reopen, people's lives are unlikely to return to full normality with social distancing transforming the way people shop for fashion in the short-term. Demand for womenswear will remain stunted in the medium-term as rising unemployment and a recession will lead people to prioritise other areas of more essential spending. The womenswear market will become even more competitive as retailers use deep discounting to clear unsold spring/summer stock, meaning that in order to drive growth retailers will need to show a true point of differentiation. Retailers that are able to be agile and flexible in order to adapt to the new reality are most likely to succeed.

- **The impact of COVID-19 on consumer behaviour and shopping for womenswear.**
- **What will happen to sales of women's clothing in 2020 as a result of the COVID-19 outbreak.**
- **Adapting to the shift towards greater online purchasing.**
- **Appealing to the underserved older female consumer.**

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