

## December 2014

### Youth Fashion - UK

“Friends have a greater influence on what young people wear than models in magazines, TV and films or even celebrities, meaning that retailers and brands are in a prime position to capitalise on a growing trend for selfies and turn shoppers into models.”

– **Tamara Sender, Senior Fashion Analyst**

## November 2014

### Supermarkets: More Than Just Food Retailing - UK

“Aldi and Lidl are wedded to the smaller-store, limited range, largely-own-brand offer. So there is limited scope for them to cater to shopper demand for a wider range or for more branded lines – and so to capture more main-shop customers.”

– **John Mercer, European Retail Analyst**

### Childrenswear - UK

“While fashion is not the main priority for parents, almost half of girls aged 7-14 worry about whether their clothes look fashionable. Given that young girls prefer to shop with their parents, as they get older they are likely to exert an influence over where they shop and what clothes ...

## October 2014

### Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

### Clothing Retailing - UK

“As consumers increasingly want more regularly updated clothes, it is becoming more important for retailers to find improved ways of dealing with the challenges of getting clothes to market at an ever quicker pace.”

– **Tamara Sender, Senior Fashion Analyst**

## September 2014

### Watches and Jewellery Retailing - UK

“Bespoke jewellery is a growing trend, particularly among young people who want to buy precious metal jewellery that can be personalised. Innovations such as 3D printing offer growth opportunities for the precious metal jewellery market allowing customers to create their own unique designs.”

– Tamara Sender, Senior Fashion Analyst

## August 2014

### Fashion Online - UK

“One of the main barriers to shopping online for clothes is fit and it is still a category where consumers like to try on and see items in person. However, trust in a retailer where they already shop and previous experience of their clothes sizes makes it easier for them ...

## July 2014

### Footwear Retailing - UK

"Footwear specialists are competing with non-specialists such as grocers, clothing chains and department stores. Those specialists that are succeeding against this competition are making themselves real destinations for fashionable footwear. Those specialists with a broader positioning have fewer points of difference, so shoppers have fewer reasons to choose them over ...

### Consumers and The Economic Outlook - Quarterly Update - UK

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...

### Sports Goods Retailing - UK

“While specialist sports goods retailers are not yet projecting their traditional in-store expertise online and through social media, closer links with participation facilities could extend their dominance of the shop-bought segment.”

– David Walmsley, Senior Leisure Analyst

## June 2014

### Shopping Locations - UK

“The role of the high street is changing as consumers use town or city centres more for comparison shopping and as local collection points for online orders. City centres and local neighbourhoods are benefiting from growing usage of convenience stores instead of superstores as people do more of their top-up ...

## May 2014

## Womenswear - UK

“As women, particularly the main clothes shoppers aged under-35-years-old, increasingly favour browsing for clothes online rather than wandering the high street, websites that allow customers to play around with outfit building and use editorial content to promote the latest trends will encourage shoppers to buy the look and drive average ...

## April 2014

### Department Store Retailing - UK

“In order to stand out in a competitive market, it is essential for department stores to ensure that they improve their stores, with a quarter of consumers saying a modern looking store would encourage them to shop there more.”

## March 2014

### Menswear - UK

“While men are still much more interested in branded clothes than women, there has been a notable change in male attitudes towards brands in fashion over the last year. Males aged 25-44 are no longer as willing to pay more for a brand they like.”

## February 2014

### Optical Goods Retailing - UK

“This is a highly competitive market place, with three major chains dominating distribution and now facing intensifying competition from growing chains of supermarket opticians. So the big three are competing hard with special offers, intensive advertising campaigns, some online services and by growing their store chains. Indeed Vision Express has ...

## January 2014

### Fashion Accessories - UK

“Consumers aged 25-34 are starting to dominate fashion accessories purchases, so retailers need to make sure



## Retail: Clothing and Footwear - UK

that their products and retail offering meet their needs. This growing demographic are strongly influenced by new trends and show the most interest in purchasing accessories online, highlighting the growth potential for the online ...