

December 2012

Youth Fashion - UK

“The youth fashion market is a crowded space with lots of retailers competing for the spend of consumers aged 15-24. As young people are continuing to exercise a certain amount of caution when spending, retailers need to make sure they are delivering on both value and the latest fashions, combined ...

November 2012

Fashion for the Over-55s - UK

“A rapidly ageing population is not without its commercial opportunities but shopping must be made more enjoyable and easier for these consumers. Four in ten over-55s do not enjoy shopping for clothes in-store, highlighting that there are numerous obstacles that ruin the shopping experience for this age group. Retailers can ...

Accessories for the Home - UK

“In a situation where consumers’ focus has shifted to core priorities like food and energy costs, it is a tough task to rekindle their enthusiasm for their homes and for spending on items that may seem like non-essentials. Nevertheless, the internet and mobile technology offer opportunities to inspire consumers and ...

October 2012

Clothing Retailing - UK

“Despite the economic context, consumers grew their clothing spend significantly in real terms in 2011, suggesting an underlying resilience in the market: clothes shoppers may be deterred by rain, but they are very unwilling to cut their purchases in response to a deterioration in their spending power.”

Fashion Accessories - UK

“The majority of women in Britain still see buying new accessories as a cheap way of updating their look. Despite this, as the economic outlook remains uncertain women are becoming choosier about what they buy and quality appears to have become more important with fewer women buying handbags every year ...

June 2012

Sunglasses - UK

“Heightened awareness of the importance of wearing high-factor sunscreen to protect the skin has seen usage in the UK climb. However, the same high-profile media attention has not been devoted to eye safety in the sun. There is an opportunity for sunglasses brands to lead media campaigns to raise public ...