

**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 ...

**September 2012****Watches and Jewellery - UK**

“While watches remain highly desirable products, with Rolex found to be one of the most desired watch brands, watch ownership continues to decline as consumers are increasingly turning to their mobile phones to tell the time.”

**August 2012****Holidaywear Shopping - UK**

“The rise in domestic holidays means that retailers and brands need to expand their definition of holidaywear away from the traditional beach clothing and swimwear collection. There is potential for holiday clothing to include a wider selection of outfits such as festival collections, as well as clothes suitable for the ...

### July 2012

#### Home Shopping - UK

“The days when home shopping was distinct from store shopping are over. It’s only analysts who try to make the distinction. For everyone else it is just shopping. And shopping is changing rapidly. If there is one clear message of this report it is that home shopping and store shopping ...

#### Clothing Size - UK

“Unless the mainstream fashion market becomes more sympathetic to big and tall consumers’ needs, it runs the risk of becoming ostracised from this increasingly united group on a permanent basis, and given the changing shape of the global marketplace, may run the risk of damaging brands and designer names in ...

### 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 ...

### May 2012

#### Sports Goods Retailing - UK

“Stores will be repositioned to act as places where people can go to be fitted for, try on and try out products prior to ordering them online.”

#### Footwear Retailing - UK

“Mintel estimate that total online sales of shoes reached approximately £660 million incl-VAT in 2011, representing 8.3% of the total footwear market and we expect this spending to more than double by 2016. Multichannel and m-commerce initiatives will drive much of this growth and that will impact the high ...

#### Women's Fashion Lifestyles - UK

“With consumers’ disposable incomes under constant pressure, almost half of women are mainly buying clothes which are on sale or special offer. With competition rife in the women’s fashion market, retailers need to differentiate themselves from the pack for reasons other than slashing prices, in order to maintain their margins ...

## April 2012

### Men's Fashion Lifestyles - UK

“Less than one in ten (8%) men struggle to find clothing which is both fashionable and flatters their figure, compared with almost three in ten (28%) women. There has been a strong focus within the fashion market on the importance for women to dressing in a way that suits their ...

## March 2012

### Department Store Retailing - UK

“As mobile devices become the key connecting point for cross-channel they will have a major impact on how companies communicate with their customers and how they foster loyalty, but they could become the perfect conduit for delivering more potent messages about the advantages of ‘click and collect’ services too”.

### Fashion Online - UK

“Fashion retailers are capitalising on the phenomenal popularity and influence of social networks and sites such as Facebook and Twitter have become prime advertising platforms. With users sharing their opinions, experiences and interests via social networks, this channel also provides valuable insight into customers’ real wants and needs. Although the ...

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

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of how well they manage their money. Free to Mintel Oxygen subscribers, the report is the third in an ongoing series of quarterly updates ...

## February 2012

### Underwear - UK

“Over four in ten (44%) women think that wearing nice underwear has the power to make them feel good. Underwear brands and retailers can tap into this strong emotional connection between putting on attractive and well-fitting underwear and feelings of positivity to stimulate higher levels of self-purchasing. Marketing messages could ...

## January 2012

### Childrenswear - UK



## Retail: Clothing and Footwear - UK

“The childrenswear market is profiting from the shift towards smaller and wealthier families. More women are delaying motherhood until their thirties, when they are financially secure and better positioned to splash out on their new arrivals. Affluent AB parents have an affinity for high quality children’s clothing, encouraging premiumisation within ...