



December 2022

December European Retail Briefing - Europe

"Sustainability is a key trend across Europe with consumers looking for ways to conserve the planet's resources. COVID-19 has acted to accelerate the trend and this could well be one of the long-lasting legacies of the pandemic in retail. As we discuss in Mintel Trend Buydeology, consumers are increasingly ...

November European Retail Briefing - Europe

"In Europe, specialists remain the most popular destination for consumers when purchasing clothing in-store. However, it is important to note that non-specialists also play an important role in fashion retailing. In the UK, particularly, supermarkets are major players preferred by almost half (47%) of shoppers, the Europe's highest, who buy ...

November 2022

October European Retail Briefing - Europe

"While the cost of living crisis will lead some consumers to prioritise price over the environment, we have already seen a big shift in the way people consume fashion as a result of COVID-19 and lifestyle changes. As consumers look to navigate inflationary pressures, they are looking to save money ...

October 2022

September European Retail Briefing - Europe

"While luxury brands are in a good position to market themselves as the sustainable alternative to high-street retailers due to their investment in sustainable production methods and the typically higher quality and durability of their products meaning they will last longer and reduce overconsumption, only 9% of consumers chose to ...