

Men's & Women's Clothing - US - 2021

Report Price: £3254.83 | \$4395.00 | €3662.99

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the clothing market
- The recovering economy's role in consumers' willingness to spend on new clothing
- Consumers' changing fashion needs and sensibilities, and the impact this has on when and what they buy
- How external factors are playing a larger role in where conscious consumers shop

The US men's and women's clothing market has been profoundly impacted by COVID-19, experiencing a steep 9.5% sales decline in 2020 as consumers deprioritized discretionary spending and had fewer reasons to shop for new clothes, given pandemic restrictions.

In 2021, the market is seeing renewed momentum and making its way back to stabilization, meaning positive sales territory, but is currently facing headwinds including inflation and increasing threats from new COVID-19 variants that could impact sales for the balance of the year and possibly into next year.

Changing lifestyles have caused consumers' attitudes toward clothing and their fashion sensibilities and styles to shift. Nearly three in 10 shoppers are less interested in buying new clothes than they used to be, and more than a quarter say they are reusing more clothes rather than buying new. When consumers do buy clothing, they are prioritizing comfortable, casual and affordable basics, especially activewear, over dressier items. Luxury fashion houses and specialty retailers offering a high proportion of traditional workwear or formalwear will need to modify approaches to accommodate shoppers' current style preferences and wallets. This also presents opportunities for retailers to advance efforts and offerings in the circular economy by way of rentals and/or resale and around sustainability practices.



"Consumers aren't abandoning their love for clothes, but they are losing some enthusiasm as the pandemic has made them realize there are more important aspects of their lives to prioritize over material possessions. They're a little less likely to buy new and a little more likely to hold on to old items longer or buy preowned or rent items instead."

- Diana Smith, Associate

Director - Retail & Commerce
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What's more, there is and always will be an emotional component to clothes shopping. As consumers yearn for normalcy and actively try to destress from pandemic and financial strife, apparel retailers and brands are in a prime position to promote the benefits that new clothing purchases can have on the betterment of one's personal wellbeing.



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