

Fashion Online - UK - March 2012

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“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 concept of “F-commerce” is in its infancy, it seems likely these sites will become hotspots for shopping as well as socialising.”

– Emma Clifford, Fashion and Clothing Analyst

In this report we answer the key questions:

- Is online shopping damaging the high street?
- How can retailers solve the problem of not being able to try clothes on before purchasing online?
- What impact is m-commerce having on the fashion industry?
- What impact is social media having on ecommerce?
- How can online retailers enhance the entertainment factor?
- Why do people shop online?

This report looks at the online clothing market in early 2012, analysing who shops online, where they buy clothes from and assessing consumers’ attitudes towards purchasing online.

Mintel defines online fashion as:

- Clothing for men, women and children, including both underwear and outerwear
- Footwear, including shoes, boots and any other type.

The market is defined as all purchases where transactions are made through the retailer’s website, or through an auction site, rather than by other ordering methods, even if the product is viewed online prior to purchase.

Value figures throughout this report are at retail selling prices (rsp) unless otherwise stated. Market sizes at constant prices are calculated using Mintel’s clothing & footwear deflator.

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EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100