

## Shopping for Plus Size Teens' and Women's Clothing - US - November 2012

### Scope and Themes



*“The plus size teens’ and women’s clothing market will continue to be a significant part of the overall clothing market, due to the sheer number of obese and overweight women and teenage girls. However, there are fewer choices for clothing in this category compared to those in standard sizes, which often discourages women and teens from shopping for clothing in this category more often. Furthermore, health and fitness initiatives aimed at combating obesity may ultimately result in decreased demand for plus size clothing as women and teens begin to make lifestyle changes and eventually move out of the category.”*

– Ali Lipson, Senior Retail & Apparel Analyst

### In this report we answer the key questions:

- **How is the obesity epidemic impacting the market for plus size clothing?**
- **Will the growing Hispanic population drive growth of plus size clothing?**
- **Will health and fitness initiatives impact the plus size clothing market?**
- **How can retailers improve the shopping experience for plus size teens and women?**

The plus size teens’ and women’s clothing market is sustained by the number of overweight and obese women in the U.S. Concern over the high prevalence of overweight and obese women and the impact that this has on their lives and the healthcare system has resulted in a significant effort to reduce incidence, and a number of health and fitness initiatives aimed at reducing the obesity epidemic. If these efforts are effective (and there is evidence that the rate of increase of overweight and obese is slowing), expect a fall in the number of new entrants to the category. However, even if the numbers start to fall the market for plus size teens’ and women’s clothing will still have a significant number of potential customers.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

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### Scope and Themes

This report builds on the analysis presented in Mintel's *Plus Size Teens and Women's Clothing—U.S., November 2011*, as well as *Plus Size Teens and Women – U.S., November 2009* and the *November 2008* report of the same title.

For the purposes of this report, Mintel includes analysis of all clothes designed specifically for plus size teenage girls and adult women.

- **Plus size** includes the following apparel made in sizes 14 and larger: shirts, bottoms, suits, coats (outerwear), sweaters, dresses, skirts, underwear, and active sportswear.
- Excluded from the scope of this report are sales of plus size accessories and footwear.

For the purposes of this report, Mintel commissioned exclusive consumer research among teen girls and women through GMI to explore consumers' attitudes and behaviors toward shopping for plus size clothing. Mintel was responsible for the survey design, data analysis, and reporting.

Fieldwork was conducted July 6-July 13, 2012, among a sample of 1,010 women aged 18+ with access to the internet and the teens survey was conducted June 5-18, 2012, among a sample of 299 teenage girls aged 12-17 with access to the internet.

Mintel selects survey respondents so that they are proportionally balanced to the entire U.S. adult population based on the key demographics of gender, age, household income, and region. Mintel also slightly oversamples, relative to the population, respondents that are Hispanic or black to ensure an adequate representation of these groups in our survey results. Please note that Mintel's exclusive surveys are conducted online and in English only. Hispanics who are not online and/or do not speak English are not included in our survey results.

Mintel also has analyzed data from Experian Consumer Research, using the Simmons National Consumer Study (NCS) and the Simmons National Hispanic Consumer Study (NHCS). The NCS/NHCS was conducted January 2011-March 2012, and results are based on the sample of 24,330 adults aged 18+, with results weighted to represent the U.S. adult population.

While race and Hispanic origin are separate demographic characteristics, Mintel often compares them to each other. Please note that the responses for race (white, black, Asian, Native American, or other race) will overlap those that also are Hispanic, because Hispanics can be of any race.

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