

# Clothing Retailing - Ireland - August 2013

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## This report looks at the following areas:

- What do Irish consumers consider important when purchasing clothes?
- Who are the key players and innovations in the clothing retail market?
- What impact has the current economic climate had on the Irish clothing retail market?
- What is the aging population's effect on the Irish clothing retail market?
- What is the impact of increasing obesity levels on the clothing market?

The Irish clothing retail market has continued to decline in value since the onset of the recession, with the market in ROI being hit particularly hard. Moving forward, the value of the market is expected to continue its decline but at a much lesser rate due to growing support of online sales and large contributions towards market volume from low-cost retailers.

This report examines the clothing retailing industry throughout the island of Ireland, and highlights the retailers that Irish consumers visit in-store and online when purchasing clothing. The factors that consumers consider important when purchasing clothing are also examined in this report.



“The Irish clothing retailing industry has had its fair share of tribulations throughout the downturn, however with the economy showing slow signs of recovery and given the region’s potential for online retailing, there is a more positive outlook ahead for the clothing retailing industry in Ireland.”

– **Martin McCloskey,**  
Research Analyst

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