

## Women's Clothing - US - May 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"The women's clothing market will be supported by a growing female population and a strengthening economy in spite of continuing obesity rates. Consumers' continued emphasis on savings, convenience, and selection are key factors that influence where, why, and how they shop."

- Diana Smith,  
Senior Research Analyst – Retail & Apparel

### This report looks at the following areas:

- Women's clothing market sees growth
- Industry is very fragmented impacting where and how women shop
- Poorly stocked, overpriced merchandise and inconsistent sizes cause frustration
- Casualization is driving the market

The purpose of this report is to identify behaviors and preferences among female shoppers when shopping for clothing. For the purposes of this report, Mintel has used the following definitions:

The report focuses on purchases adult women 18+ (vs teens) make for *themselves* (vs as gifts). While the report primarily focuses on women, some discussion of purchases by men is included.

Clothing in this report covers the following categories: jeans, pants/slacks, T-shirts, blouses, sweaters, dresses, skirts, jackets/coats, blazers, shorts, workout clothes (tops and bottoms).

Underwear, swimwear, sleepwear, hosiery, footwear, and accessories are excluded.

This report builds on the analysis presented in Mintel's *Women's Clothes Shopping – US, October 2013*, *Women's Attitudes Toward Clothes Shopping – US, December 2010* as well as *Women's Clothing – US, November 2007* and *December 2005* reports.

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### DID YOU KNOW?

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