

Clothing Retailing - Europe - October 2016

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“The European clothing market is becoming more demanding in terms of the fashionability of its retailers. One can see this in the success of online specialists but also in store-based chains. We are heading for a major shake-out of established players, and the market will look very different in ten years’ time.”

– **Richard Perks, Director of Retail Research**

This report looks at the following areas:

We cover the top five economies in detail in the individual country chapters of this report, *Clothing Retailing – Europe*, and in the Executive Summary – The Market chapter we also provide data on another 21 European economies. More details of retailing in these smaller markets plus Russia and Turkey can be found in Mintel’s *European Retail Handbook, September 2016*. Single country reports on Clothing Retailing are also available for the UK, France, Germany, Spain and Italy.

Clothing specialists are the focus of this report, because this is the dominant channel in the market. Nevertheless, for each country, non-specialist retailers are also covered in sections such as company profiles, channels of distribution, and our consumer research. Carrefour, El Corte Inglés, Amazon, Tesco, Asda, John Lewis and Debenhams are among the non-specialists that attract a large audience for clothes shopping. We include Zalando, a major European specialist, even though it only trades online. Additionally, we provide consumer spending data for each country, which includes spending through specialist and non-specialist channels.

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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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Table of Contents

Europe – Overview

- Country and company coverage
- Consumer research coverage
- Definitions
- Retail sector definitions
- Consumer spending definitions
- Financial definitions
- Currencies
- VAT rates
 - Figure 1: VAT rates around Europe, 2011-16
- Abbreviations

Executive Summary – Europe – The Market

- Spending on clothing and footwear
 - Figure 2: Europe: Spending on clothing, 2011-15
 - Figure 3: Europe: Consumer spending on clothing, growth pa, 2011-15
 - Figure 4: Europe: Consumer spending per capita on clothing, 2015
- Clothing specialists' sales
 - Figure 5: Europe: Clothing specialists sales (excl. VAT), 2012-16
 - Figure 6: Europe: Clothing specialists forecast sales, 2017-21
- Specialists relative to the market
 - Figure 7: Europe: Specialists' sales relative to all clothing spending, gain or loss, 2015 on 2010
- All clothing and footwear specialists sales
 - Figure 8: Europe: Clothing and footwear specialists sales, excl. VAT, 2012-16
 - Figure 9: Europe: Clothing and footwear specialists forecast sales, excl. VAT, 2017-21
- Online
 - Figure 10: Europe: Proportion of individuals who have bought something online in last three months, 2011-15
 - Figure 11: Europe: Proportion of individuals who have bought clothing or sports goods online in last 12 months, 2011-15
- Online sales
 - Figure 12: Major European economies: Online clothing and footwear sales, 2015
- Leading players
 - Figure 13: Europe: Top 30 leading clothing specialist retailers, sales, 2013/14-2015/16
 - Figure 14: Europe: Top 30 leading clothing specialist retailers outlet numbers, 2013/14-2015/16
 - Figure 15: Europe: Top 30 leading clothing specialist retailers, sales per outlet, 2013/14-2015/16
- Market share gains and losses
 - Figure 16: Major European clothing retailers, market share gains and losses, 2015
- Market shares
 - Figure 17: Europe: Top 10 clothing retailers sales as % all spending on clothing, 2013-15

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What we think

Executive Summary – Europe – The Consumer

Where they shop

Online vs in-store

Figure 18: Europe: Number of clothing shoppers, in-store and online, July 2016

Specialists

Figure 19: Europe: Use of specialists for buying clothing, in-store and online, July 2016

Supermarkets

Figure 20: Europe: Use of supermarkets for buying clothing, in-store and online, July 2016

Online

Figure 21: Europe: Use of online-only businesses for buying clothing, July 2016

Attitudes to shopping for clothes

Figure 22: Europe: Those who agree with attitude statements, July 2016

Behaviours when shopping for clothes

Figure 23: Europe: Those who agree with the statements on technology use, July 2016

Executive Summary – Europe – Innovation and Launch Activity

Zalando hosts tech-focused Bread & Butter

Zara uses tech to enhance changing room experience

LENA ups the ante on apparel sharing

Etam Group trials size recommendation technology

The Travelling Tailor Mates on-demand service

Patagonia's Worn Wear Tour

Figure 24: Patagonia's Worn Wear Tour, 2016

The next generation in clothing delivery

Figure 25: ZOOT Try & Buy Stores, 2016

France

Overview

What you need to know

Areas covered in this report

Executive summary

The market

Spending and inflation

Figure 26: France: Consumer spending on clothing and share of all spending, 2012-16

Channels of distribution

Figure 27: France: Estimated channels of distribution for clothing and footwear spending, 2015

Sector size and forecast

Figure 28: France: Specialist clothing retailers' sales and share of all retail sales, 2012-16

Leading players

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Key metrics

Market shares

Figure 29: France: Leading specialist clothing retailers' shares of consumer spending on clothing and footwear, 2015

Online

Figure 30: France: Proportion of people saying they have bought clothing or sports goods online in the last year, 2010-15

The consumer

Where they shop

Figure 31: France: Where people shopped for clothing in the past 12 months, by retailer, online/catalogue vs in-store, July 2016

Attitudes to shopping for clothing

Figure 32: France: Profile of those who agree with the attitudes statements, July 2016

Behaviours when shopping for clothing

Figure 33: France: Agreement with various shopping behaviours, July 2016

What we think

Issues and insights

Specialists need to up their game online

The facts

The implications

Is the middle market a danger zone?

The facts

The implications

The market – What you need to know

Economy showing signs of an uplift

Clothing spending subdued

Shoppers use a variety of retail channels

Clothing retailers

Spending and inflation

Economic recovery taking hold, boosted by consumer spending

Clothing market is low growth

Figure 34: France: Consumer spending on clothing and footwear (incl. VAT), 2012-16

Inflation

Figure 35: France: Consumer prices * of clothing and footwear, annual % change, 2011-15

Figure 36: France: Consumer prices * of clothing and footwear, annual % change, January 2015-August 2016

Market segmentation

Figure 37: France: Clothing market, estimated segmentation, 2011-15

Channels of distribution

Department stores and mixed goods

Hypermarkets/supermarkets

Home shopping/online (non-store)

Other

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Figure 38: France: Estimated distribution of consumer spending on clothing and footwear, 2015

Sector size and forecast

Total retail sales recovered in 2015, further growth forecast in 2016

Specialists' weak performance continues

Figure 39: France: Clothing specialists' sales (excl. VAT), 2012-16

Figure 40: Forecast clothing specialists' sales forecasts (excl. VAT), 2016-21

Leading players – What you need to know

Vivarte struggling

H&M, Zara and Mango driving growth

Crowded middle ground

Foreign-owned fast fashion capturing more spending

Online growing

But store-based retailers missing out

Leading players

Vivarte in trouble

Overcrowded middle ground

Kiabi doing well

Foreign fast fashion players driving growth

Figure 41: France: Leading clothing specialists, sales (excl. Vat), 2013-15

Figure 42: France: Leading clothing specialists, outlet numbers, 2013-15

Figure 43: France: Leading clothing specialists, sales per outlet, 2013-15

Market shares

Figure 44: France: Leading clothing retailers, sales as % all spending on clothing and footwear, 2013-15

Online

The online sector as a whole

Shopping for clothing online

Figure 45: France: Proportion of people saying they have bought clothing or sports goods online in the last year, 2010-15

Leading online players

Specialists

Online-only retailers

Figure 46: France: Leading online retailers' estimated clothing sales (excl. Vat), 2013-15

The consumer – What you need to know

Widespread buying behaviour

Non-specialists as popular as specialists

H&M leads in store-based shopping

Online appeals to younger customers

Overpopulated middle ground

Online and in-store increasingly integrated

Where they shop

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Clothes shopping near universal

Non-specialist retailers as popular as clothing specialists

Usage of online-only retailers lags behind Germany and Italy

Figure 47: France: Where people shopped for clothing in the past 12 months, by broad category, July 2016

Figure 48: France: Profile of who shops where, by broad category, July 2016

Purchasers by retailer

H&M leads, with Kiabi in second place

Amazon popular but lower usage than in Germany, Italy and Spain

Online-only retailers the most important non-specialist category

Figure 49: France: Where people shopped for clothing in the past 12 months by retailer, whether in-store or online/by catalogue, July 2016

In-store vs online

Kiabi the most popular store-based retailer online

Figure 50: France: Where people shopped for clothing in the past 12 months, online/catalogue vs in-store, July 2016

Customer profiles

Figure 51: France: Profile of who shops where, July 2016

Attitudes to shopping for clothing

Consumers value integration between stores and online

Store-based retailers need to translate in-store strengths to online

Online-only retailers need to adapt offer too

Delivery charges deter online shopping

Figure 52: France: Attitudes to shopping for clothing, July 2016

Figure 53: France: Profile of those who agree with attitudes statements, July 2016

Behaviours when shopping for clothing

Figure 54: France: Agreement with various shopping behaviours, July 2016

Figure 55: France: Profile of those agreeing with various shopping behaviours, July 2016

Appendix – Data sources, abbreviations and supporting information

Abbreviations

Data sources

Germany

Overview

What you need to know

Areas covered in this report

Executive summary

The market

Spending on clothing and footwear

Inflation

Figure 56: Germany: Consumer prices for clothing and footwear, annual % change, 2015-16

Consumer confidence

Figure 57: Germany: Consumer and retailer confidence levels, January 2015-August 2016

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Market segmentation

Figure 58: Germany: Clothing market, estimated segmentation, 2015

Channels of distribution

Figure 59: Germany: Estimated distribution of spending on clothing and footwear, 2015

Sector size and forecast

Figure 60: Germany: Specialist clothing retailers sales as % all spending on clothing, 2011-15

Leading players

Key metrics

Some retailers struggling

Market shares

Figure 61: Germany: Leading clothing specialists, sales as % all spending on clothing and footwear, 2013-15

Online

Figure 62: Germany: Proportion of people saying they have bought clothing or sports goods online in the last year, 2010-15

The consumer

Where they shop

Figure 63: Germany: Where people shopped for clothing in the past 12 months, by retailer, July 2016

Attitudes to shopping for clothing

Figure 64: Germany: Attitudes to shopping for clothing, July 2016

Behaviours when shopping for clothing

Figure 65: Germany: Agreement with various shopping behaviours, July 2016

What we think

Issues and insights

Decline of the specialists

The facts

The implications

Too many low-priced retailers?

The facts

The implications

Development of online in clothing shopping

The facts

The implications

The market – What you need to know

Spending on clothing and footwear

Inflation

Consumer confidence

Channels of distribution

Sales by clothing specialists

Spending and inflation

Economy and consumer confidence

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Figure 66: Germany: Consumer and retailer confidence levels, January 2015-August 2016

Consumer spending on clothing and footwear

Figure 67: Germany: Consumer spending on clothing and footwear (inc VAT), 2012-16

Inflation

Figure 68: Germany: Consumer price inflation for clothing and footwear, annual percentage change, 2011-15

Figure 69: Germany: Consumer prices for clothing and footwear, Annual % change, 2015-16

Market segmentation

Figure 70: Germany: Clothing market, estimated segmentation, 2015

Channels of distribution

Specialists dominate

Grocery sector small role in clothing

Mixed goods

Non-store growing fast

Figure 71: Germany: Estimated distribution of spending on clothing and footwear, 2015

Sector size and forecast

Clothing specialists weak

Figure 72: Germany: Specialist clothing retailers' sales as % all spending on clothing, 2011-15

Figure 73: Germany: Clothing specialists sales (excl. VAT), 2012-16

The weakness likely to continue

Figure 74: Germany: Clothing specialists sales forecasts (excl. VAT) 2016-21

Leading players – What you need to know

H&M leads the sector

Some retailers struggling

Fragmented market

Online is growing

Leading players

Winners

Zalando leading the online charge

Large numbers of discounters

Share losses

Figure 75: Germany: Leading clothing specialists, sales (excl Vat), 2013-15

Figure 76: Germany: Leading clothing specialists, outlet numbers, 2013-15

Figure 77: Germany: Leading clothing specialists, sales per outlet, 2013-15

Market shares

Figure 78: Germany: Leading clothing retailers, sales as % all spending on clothing and footwear, 2013-15

Online

Figure 79: Germany: Proportion of people saying they have bought clothing or sports goods online in the last year, 2010-15

Online spending on clothing

Online clothing retailers

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eBay

Figure 80: Germany: Leading clothing retailers' online sales (excl. Vat), 2013-15

The consumer – What you need to know

Specialists in decline

Shops and home shopping used interchangeably

C&A most used

Online appeals to younger customers

Online and in-store complementary

Smartphone usage still developing

Where they shop

Broad category

Figure 81: Germany: Where people shopped for clothing in the past 12 months, by broad category, July 2016

Figure 82: Germany: Profile of who shops where by broad category, July 2016

Purchasers by retailer

Figure 83: Germany: Where people shopped for clothing in the past 12 months, by retailer, July 2016

Figure 84: Germany: Profile of who shops where, by retailer across all channels, July 2016

Attitudes to shopping for clothing

Figure 85: Germany: Attitudes to shopping for clothing, July 2016

Figure 86: Germany: Profile of those who agree with attitude statements, July 2016

Attitudes by retailer

Figure 87: Germany: Attitudes to clothing purchases by retailers bought from, July 2016

Behaviours when shopping for clothing

Figure 88: Germany: Agreement with various shopping behaviours, July 2016

Figure 89: Germany: Profile of those agreeing with various shopping behaviours, July 2016

Attitudes by retailer

Figure 90: Germany: Use of technology while shopping by retailers used, July 2016

Appendix – Data sources, abbreviations and supporting information

Abbreviations

Data sources

Italy

Overview

What you need to know

Areas covered in this report

Executive summary

The market

Spending and inflation

Figure 91: Italy: Consumer prices * of clothing and footwear, annual % change, January 2015-August 2016

Channels of distribution

Figure 92: Italy: Estimated distribution of consumer spending on clothing and footwear, 2015

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Sector size and forecast

Figure 93: Italy: Sales by clothing and footwear specialists as % all spending on clothing and footwear, 2012-16

Leading players

Key metrics

Market leaders

Figure 94: Italy: Leading clothing specialists, sales as % of all spending on clothing and footwear, 2013-15

Online

The consumer

Where they shop

Figure 95: Italy: The consumer: Where people shopped for clothing in the past 12 months, by broad category, July 2016

H&M and OVS are the most used retailers

Figure 96: Italy: Where people shop for clothing in the past 12 months, by retailer, July 2016

Young people drive clothes purchasing

Figure 97: Italy: Attitudes to shopping for clothing, July 2016

The omnichannel experience is increasingly important

Figure 98: Italy: Attitudes to shopping for clothing, by gender, July 2016

Behaviours when shopping for clothing

What we think

Issues and insights

The drive to modernise Italian retailing is coming from outside

The facts

The implications

The opportunity in online

The facts

The implications

The market – What you need to know

Economy edging forward

Clothing demand weak

Inflation falling

Clothing dominant

Clothing specialists strong

Modest growth

Spending and inflation

Economic recovery showing worrying signs of weakness of late

Increased spend on clothing

Figure 99: Italy: Consumer spending on clothing and footwear (incl. VAT), 2012-16

Inflation

Figure 100: Italy: Consumer prices * of clothing and footwear, annual % change, 2011-15

Figure 101: Italy: Consumer prices * of clothing and footwear, annual % change, January 2015-August 2016

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Market segmentation

Figure 102: Italy: Clothing market, estimated segmentation, 2015

Channels of distribution

Figure 103: Italy: Estimated distribution of consumer spending on clothing and footwear, 2015

Sector size and forecast

2015 total retail sales growth up, but expected to slow in 2016

Sales through specialists accelerated in 2015

Figure 104: Italy: Clothing, footwear and textiles specialists' sales (excl. VAT), 2012-16

Figure 105: Italy: Forecast clothing, footwear and textiles retailers' sales (excl. VAT), 2016-21

Leading players – What you need to know

Market leaders

Fragmented market

Online underdeveloped

Leading players

Market leaders doing well

Some established players struggling

Figure 106: Italy: Leading clothing specialists, sales, 2013-15

Figure 107: Italy: Leading clothing retailers, outlet numbers, 2013-15

Figure 108: Italy: Leading clothing retailers, sales per outlet, 2013-15

Market shares

Figure 109: Italy: Leading clothing retailers, sales as % of all spending on clothing and footwear, 2013-15

Online

Shopping for clothing online

Figure 110: Italy: Proportion of all individuals saying they have purchased goods online in the last year, 2010-15

Leading retailers

The consumer – What you need to know

Specialists dominate the Italian clothing sector

H&M and OVS are the most used retailers

Young people drive clothes purchasing

Online clothes shopping is underdeveloped

Consumers reluctant to shop online for clothes

Trying on clothing ahead of purchase is important

The omnichannel experience is increasingly important

Where they shop

Three-quarters of consumers shop at non-specialists

Figure 111: Italy: Where people shopped for clothing in the last 12 months, by broad category, July 2016

H&M and OVS are the leading retailers

Figure 112: Italy: Where people shopped for clothing in the past 12 months, by retailer, July 2016

Women more likely to shop at specialist retailers

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Clothing Retailing - Europe - October 2016

Report Price: £2895.00 | \$4688.31 | €3677.55

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Figure 113: Italy: Where people shopped for clothing in the past 12 months, by gender, July 2016

Young people drive clothing purchasing

Figure 114: Italy: Where people shopped for clothing in the past 12 months, by age, July 2016

Attitudes to shopping for clothing

Delivery costs impact the number of people shopping online

Figure 115: Italy: Attitudes to shopping for clothing, July 2016

More women struggle to find clothes that are the right size

Figure 116: Italy: Attitudes to shopping for clothing, by gender, July 2016

Over 55s most inspired by in-store displays

Figure 117: Italy: Attitudes to shopping for clothing, by age, July 2016

Supermarket shoppers least likely to find store staff helpful

Figure 118: Italy: Attitudes to shopping for clothing, by retailers used, July 2016

Behaviours when shopping for clothing

More than half research a retailer online before buying clothes

Figure 119: Italy: Agreement with various shopping behaviours, July 2016

Smartphone usage instore driven by 16-24s

Figure 120: Italy: Agreement with various shopping behaviours, by age, July 2016

Guess shoppers most likely to use smartphones instore

Figure 121: Italy: Agreement with various shopping behaviours, by retailers used, July 2016

OVS customers least likely to research fashion trends using social media

Figure 122: Italy: Agreement with various shopping behaviours, by retailers used, July 2016

Appendix – Data sources, abbreviations and supporting information

Abbreviations

Data sources

Spain

Overview

What you need to know

Areas covered in this report

Executive summary

The market

Spending and inflation

Figure 123: Spain: Consumer spending on clothing and footwear (incl VAT), 2012-16

Market segmentation

Channels of distribution

Figure 124: Spain: Distribution of consumer spending on clothing and footwear, 2015

Sector size and forecast

Leading players

Key metrics

Market shares

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Figure 125: Spain: Leading clothing specialists' shares of consumer spending on clothing and footwear, 2015

Online

The consumer

Where they shop

Figure 126: Spain: The consumer: Where people shopped for clothing in the past 12 months, by retailer: Online/catalogue vs in-store, July 2016

Attitudes to shopping for clothing

Figure 127: Spain: Attitudes to shopping for clothing, July 2016

What we think

Issues and insights

Specialists gaining share, but some more than others

The facts

The implications

What are the opportunities for clothing online?

The facts

The implications

The market – What you need to know

Clothing market delivers positive growth

Womenswear spend grows ahead of menswear

Clothing prices inflate 0.4%

Clothing specialists' sales growth accelerates

Spending and inflation

Clothing market delivers positive growth

Figure 128: Spain: Consumer spending on clothing and footwear (incl VAT), 2012-16

Improvements in the Spanish economy

Figure 129: Spain: Retail confidence and consumer confidence indicator, January 2015-September 2016

Inflation

Figure 130: Spain: Consumer prices* of clothing and footwear, annual % change, 2011-15

Figure 131: Spain: Consumer prices* of clothing and footwear, annual % change, January 2015-August 2016

Market segmentation

Figure 132: Spain: Clothing, retail market segmentation, 2014 and 2015

Channels of distribution

Figure 133: Spain: Estimated distribution of consumer spending on clothing and footwear, 2015

Sector size and forecast

Clothing specialists' sales growth accelerates

Figure 134: Spain: Clothing specialists' sales (excl. VAT), 2012-16

Figure 135: Spain: Clothing specialists' sales forecasts (excl. VAT), 2016-21

Growth of specialists' sector outpaces consumer spending

Figure 136: Spain: Clothing sector sales as a proportion of all spending on clothing, 2012-16

Leading players – What you need to know

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Inditex dominates, but Primark is growing fast

Market share gains for Inditex, H&M and Primark

Online development lags behind Europe, but is catching up

Leading players

Sales

Figure 137: Spain: Leading clothing specialists, sales (excl vat), 2012-15

Outlets

Figure 138: Spain: Leading clothing specialists, outlet numbers, 2012-15

Sales per outlet

Figure 139: Spain: Leading clothing specialists, sales per outlet, 2012-15

Market shares

Figure 140: Spain: Leading clothing specialists, market shares, 2012-15

Online

The online channel

Shopping for clothing online

Figure 141: Spain: Proportion of people saying they have bought clothing or sports goods online in the last year, 2010-15

Leading online players

Where people shop online

Figure 142: Spain: Where people shopped for clothing online in the past 12 months, by retailer, July 2016

Revenues

Figure 143: Spain: Leading online retailers, estimated online sales of clothing and footwear (Ex VAT), 2013-15

The consumer – What you need to know

H&M and Zara close the gap with El Corte Inglés

Opportunity for specialists online

Need for more transitional clothing

Opportunity for digital personal styling initiatives

Young consumers are active on their smartphones while in store

Where they shop

H&M and Zara close the gap on El Corte Inglés

Figure 144: Spain: Where people shopped for clothing in the past 12 months, by retailer, whether in-store or online/by catalogue, July 2016

Figure 145: Spain: Where people shopped for clothing in the past 12 months, by retailer, in-store or online/by catalogue, July 2016

Sports goods retailers important to the clothing market

Opportunity for specialists online

Figure 146: Spain: Where people shopped for clothing in the past 12 months, by broad category, July 2016

El Corte Inglés attracts an older demographic

Figure 147: Spain: Profile of who shops where, by retailer across all channels, July 2016

Attitudes to shopping for clothing

Opportunity for digital personal styling initiatives

Figure 148: Spain: Attitudes to shopping for clothing, July 2016

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Need for more transitional clothing
Stores remain a key source of inspiration
Behaviours when shopping for clothing
Young consumers are active on their smartphones while in store
Figure 149: Spain: Agreement with various shopping behaviours, July 2016
Appendix – Data sources, abbreviations and supporting information
Abbreviations
Data sources

UK

Overview
What you need to know
Products covered in this Report
Executive summary
The market
Clothes sales to be hit by low growth of 1.8% in 2016
Figure 150: Best- and worst-case forecast for consumer spending on clothing and accessories (incl. VAT), 2011-21
Specialists' share of clothing spend declines further
Figure 151: Clothing specialists' estimated share of spending on clothing, 2011-16
Companies and brands
Over half of the top players are non-specialists
Boohoo and Missguided benefit from cutting-edge image
Figure 152: Attitudes towards and usage of selected brands, January-August 2016
The consumer
M&S sees declining in-store female shoppers
Figure 153: Retailers from which clothes are bought both in-store and online, July 2016
Young men buy clothes most often
Figure 154: How often consumers have bought clothes in the last 12 months, July 2016
Half of women treat themselves to clothes
Figure 155: Reasons consumers have bought clothes for themselves in the last 12 months, July 2016
Growing interest in Made in Britain clothes
Figure 156: Agreement with attitudes towards buying clothes, July 2016
End to seasonal clothes
Figure 157: Agreement with attitudes towards shopping for clothes, July 2016
What we think
Issues and insights
How has the clothing sector performed in 2016?
The facts
The implications
Who are the winners and losers in clothing?

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The facts

The implications

What are the opportunities for driving sales in the sector?

The facts

The implications

The market – What you need to know

Deepening deflation

Consumer confidence only dips slightly post-Brexit vote

Clothes sales to be hit by low growth of 1.8% in 2016

Consumers cut back on clothing as share of total spend

Menswear drives growth

Clothing specialists' sales to drop 4%

Market drivers

Deepening deflation

Figure 158: Consumer prices inflation for garments, Aug 2015-Aug 2016

Figure 159: Consumer prices inflation for garments, 2005-15

Figure 160: Consumer prices inflation for accessories and footwear, Aug 2015-Aug 2016

Inflation versus spending growth

Figure 161: Annual percentage change in spending on clothing (including accessories) versus annual percentage change in consumer prices inflation in clothing, 2012-15

Obesity levels

Figure 162: Proportion of overweight and obese population, by gender, 2009-14

Consumer confidence only dips slightly post-Brexit vote

Figure 163: Trends in consumer sentiment for the coming year, January 2015-August 2016

Implications of a drop in young consumers

Figure 164: Trends in the age structure of the UK population, 2010-20

25-44s drive clothing sales

Catering to an ageing population

Market size and forecast

Clothes sales to be hit by low growth of 1.8% in 2016

Figure 165: Best- and worst-case forecast for consumer spending on clothing and accessories (incl. VAT), 2011-21

The future

Figure 166: Consumer spending on clothing and accessories (incl. VAT) at current prices, 2011-21

Consumers cut back on clothing as share of total spend

Figure 167: Spending on clothing and accessories as percentage of all consumer spending, 2011-16

Menswear drives growth

Figure 168: Estimated distribution of spending on clothing, by sub-category, 2016

Forecast methodology

The impact of the EU referendum vote

Clothing spend has been resilient in previous slowdowns

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Figure 169: Alternative market scenarios for the post-Brexit clothing and accessories market, at current prices, 2016-21

Figure 170: Detailed post-Brexit scenarios for the clothing and accessories market, at current prices, 2016-21

Clothing is struggling, but not as a result of the Brexit vote

Consumers prioritised clothing over leisure previously

Women continued to spend post-recession

Sector size and forecast

Clothing specialists' sales to drop 4%

Figure 171: Best- and worst-case forecast of clothing specialists' sector sales (incl. VAT), 2011-21

Figure 172: Clothing specialist sales (incl. VAT), 2011-21

Specialists' sales of clothing

Figure 173: Estimated sales of clothing by clothing specialist retailers (incl. VAT), 2011-16

Specialists' share of clothing spend declines further

Figure 174: Clothing specialists' estimated share of spending on clothing, 2011-16

Key players – What you need to know

Next moves into the lead

Retailers with strong lifestyle brands outperform

Over half of the top players are non-specialists

M&S sees its share of clothing decline further

Supermarkets develop their clothing ranges

ASOS is the brand with the highest level of recommendations

Leading specialist retailers

Next moves into the lead

Figure 175: Leading specialist retailers: net revenues, 2011-15

Retailers with strong lifestyle brands outperform

Figure 176: Leading 20 specialist retailers: compound annual growth in revenues, 2011-15

Outlet numbers and sales per outlet

Figure 177: Leading specialist retailers: outlet numbers, 2011-15

Sales per outlet

Figure 178: Leading specialist retailers: Annual sales per outlet, 2011-15

Sales area and sales densities

Figure 179: Leading specialist retailers: Total sales area, 2011-15

Figure 180: Leading specialist retailers: Annual sales per sq m, 2011-15

Operating profits and margins

Figure 181: Leading specialist retailers: Operating profits, 2011-15

Figure 182: Leading specialist retailers: Operating margins, 2011-15

Market shares

Over half of the top players are non-specialists

Figure 183: Leading retailers' share of spending on clothing and footwear, 2013-15

M&S sees its share of clothing decline further

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Figure 184: Marks & Spencer's share of spending on clothing and footwear, 2008-15

Leading non-specialist retailers

Figure 185: Leading non-specialist retailers: Net clothing and footwear revenues, 2013-15

Online-only retailers see strong sales

Figure 186: Retailers from which clothes have been bought in the last 12 months, in-store or online, July 2016

Channels of distribution

Grocers and pureplays gain share

Figure 187: Estimated distribution of consumer spending on clothing, by value, 2014-16

Specialists lose share further

Figure 188: Clothing specialists' estimated share of spending on clothing, 2011-16

Space allocation summary

Gender split

Figure 189: Specialist and non-specialist clothing retailers, estimated space allocation by men's, women's and children's wear, October 2016

Detailed category space allocation

Figure 190: Specialist and non-specialist clothing retailers, estimated detailed space allocation by category, October 2016

Figure 191: Specialist and non-specialist clothing retailers, estimated detailed space allocation by category, October 2016

Clothing versus non-clothing space split

Figure 192: Specialist and non-specialist clothing retailers, estimated clothing versus non-clothing space, October 2016

Retail product mix

Figure 193: Leading retailers of clothing, estimated sales mix, 2015

Figure 194: Leading clothing retailers, share of clothing sales by product, 2015/16

Figure 195: Leading clothing retailers, estimated sales density by product, 2015/16

Figure 196: Leading clothing retailers, share of product markets, 2015/16

Online

Online clothing market to reach £12.8 billion

Figure 197: Estimated online sales of clothing and footwear (incl. VAT), 2013-16

Online market shares

Figure 198: Estimated market shares of online sales of clothing and footwear, 2015

Where consumers shop online

Figure 199: Retailers from which clothes were bought in the last 12 months online, July 2016

Launch activity and innovation

Supermarkets develop their clothing ranges

Figure 200: Press images from Sainsbury's TU Premium range, autumn 2016

Retailers expand their menswear offer

Made in Britain: Patrick Gant launches not-for-profit label

British-made jeans

Zara launches sustainable clothing collection

Figure 201: Garments from Zara's sustainable Join Life collection, autumn/winter 2016

ASOS and New Look introduce one-hour delivery slots

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Jigsaw debuts at London Fashion Week

Selfridges launches Body Studio

Figure 202: Selfridges' new Body Studio department, April 2016

Figure 203: Interactive mirrors by Oak Labs, 2015

Mr Porter creates shoppable video content for Apple TV

Long Tall Sally creates mannequin based on 3D scan of a customer

Advertising and marketing activity

Declining advertising spend at the supermarkets

Figure 204: Total above-the-line, online display and direct mail advertising expenditure on clothing, top 30 spenders, 2012-16

Boohoo and Burberry utilise digital channels

Amazon Fashion launches first television advert

H&M retains high-profile campaign with David Beckham

Press advertising accounts for almost half of spend

Figure 205: Total above-the-line, online display and direct mail advertising expenditure on clothing, by media type, 2015

Nielsen Ad Intel coverage

Brand research

What you need to know

Brand map

Figure 206: Attitudes towards and usage of selected brands, January-August 2016

Key brand metrics

Figure 207: Key metrics for selected brands, January-August 2016

Brand attitudes: ASOS and Very provide a great online service

Figure 208: Attitudes, by brand, January-August 2016

Brand personality: Ted Baker and Jigsaw earn an image of exclusivity

Figure 209: Brand personality – Macro image, January-August 2016

Boohoo and Missguided benefit from cutting-edge image

Figure 210: Brand personality – Micro image, January-August 2016

Brand analysis

Mid-market retailers: M&S, Next and Gap

Young and premium fashion retailers: Zara, Superdry, Ted Baker and Jigsaw

Online-only fashion retailers: ASOS, Boohoo, Missguided and Very

Value retailers: Primark and TK Maxx

The consumer – What you need to know

Increase in male shoppers

M&S sees declining female shoppers

Young men buy clothes most often

Half of women treat themselves to clothes

Moving away from discounting

Growing interest in Made in Britain clothes

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End to seasonal clothes

What fashion items people buy

Outerwear dominates

Figure 211: Spending habits on clothes, footwear and accessories, September 2016

Retail customer profile comparison

Increase in male shoppers

Figure 212: Customer profile, by gender, July 2016

Rise in 35-44s shopping for clothes

Figure 213: Customer profile, by age, July 2016

Figure 214: Customer profile, by socio-economic group, July 2016

Where people shop for clothes

M&S sees declining female shoppers

Figure 215: Retailers from which clothes are bought both in-store and online, July 2016

Amazon is fifth most popular for fashion

Figure 216: Retailers from which clothes are bought split by in-store and online, July 2016

Supermarkets grow in popularity for clothing

Young men are shopping more at young fashion retailers

Who is driving growth?

Figure 217: People who have bought clothes for themselves in-store and/or online or have not bought clothes in the last 12 months, by gender and age, July 2016

Repertoire analysis

Figure 218: Repertoire of retailers from which clothes are bought in-store or online, July 2016

Frequency of buying clothes

Figure 219: How often consumers have bought clothes in the last 12 months, July 2016

Young men buy clothes most often

Figure 220: Consumers who have bought clothes once a month or more often in the last 12 months, by gender and age, July 2016

Women aged 25-44 shop less frequently, but will pay for quality

Affluent buy clothes more frequently

Figure 221: Consumers who have bought clothes once a month or more often or once every 2-3 months or less in the last 12 months, by how they describe their financial situation, July 2016

Reasons for buying clothes

Half of women treat themselves to clothes

Retailers combine leisure and retail

Figure 222: Reasons consumers have bought clothes for themselves in the last 12 months, July 2016

Moving away from discounting

Figure 223: Consumers who have bought clothes for themselves in the last 12 months to take advantage of a sale/special offer, by gender and age, July 2016

Attitudes towards buying clothes

Growing interest in Made in Britain clothes

Figure 224: Agreement with attitudes towards buying clothes, July 2016

Young men focus on design

Figure 225: Agreement with statement 'I prefer designs that stand out', by gender and age compared with average, July 2016

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Young women drawn to low prices

Attitudes towards shopping for clothes

End to seasonal clothes

Figure 226: Agreement with attitudes towards shopping for clothes, July 2016

Older women drawn to in-store displays

Young men want to see stock availability online

Appendix – Data sources, abbreviations and supporting information

Data sources

Definitions

VAT

Sales per store, sales per sq m

Other

Abbreviations

Consumer research methodology

Appendix – Market size and forecast

Forecast methodology

Arcadia Group

What we think

Total sales grow but like-for-likes are down

Topshop/Topman drives the business

Other brands less profitable

Scope for rationalisation

Burton: could do better

Company background

Company performance

Figure 227: Arcadia Group: Group financial performance, 2010/11-2014/15

Figure 228: Arcadia Group: Outlet data, 2010/11-2014/15

Retail offering

Asda Group Ltd

What we think

In a spin

Clothing

Project Renewal

The need for online growth

ToYou could provide increased store footfall

Company background

Company performance

Figure 229: Asda Group Ltd: Group financial performance, 2011-15

Figure 230: Asda Group Ltd: Outlet data, 2011-15

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Retail offering

C&A

What we think

The times they are a changing

Weak performance in core market Germany

Keeping up, just....

Western Europe weak, expanding in the East

Company background

Company performance

Figure 231: C&A (Europe): Group sales performance, excl. sales tax, 2011/12-2015/16

Figure 232: C&A (Europe): Outlet data, 2011/12-2015/16

Figure 233: C&A (Europe): Outlet data by country, October 2016

Retail offering

Debenhams

What we think

More relevant marketing

More exciting and exclusive new Designers at Debenhams launches

Children's clothing

Improved multichannel fashion experience

New chief executive brings a wealth of fashion experience

Company background

Company performance

Figure 234: Debenhams: Group financial performance, 2010/11-2014/15

Figure 235: Debenhams: Outlet data, 2010/11-2014/15

Retail offering

The Edinburgh Woollen Mill Group

What we think

Company background

Company performance

Figure 236: The Edinburgh Woollen Mill Group: Group financial performance, 2010/11-2014/15

Retail offering

El Corte Inglés

What we think

Online service offering stands out

El Corte Inglés targets female teen market

Sfera develops international partnerships to fuel growth

Company background

Company performance

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Figure 238: El Corte Inglés: Group financial performance, 2011/12-2015/16

Figure 239: El Corte Inglés: Outlet data, 2011/12-2015/16

Retail offering

Esprit

What we think

Company background

Company performance

Figure 240: Esprit: Group financial performance, 2011/12-2015/16

Figure 241: Esprit: Outlet data, 2011/12-2015/16

Retail offering

Figure 242: Esprit sales mix, H1 2015/16

Etam Group

What we think

Etam's extended offering drives growth

Struggling 1.2.3 repositions following lacklustre sales

Digital innovation at the heart of Undiz

Company background

Company performance

Figure 243: Etam Group: Group financial performance, 2011-15

Figure 244: Etam Group: Outlet data, 2011-15

Figure 245: Etam Group: Store network, by region, 2014 and 2015

Retail offering

Grupo Cortefiel

What we think

Company background

Company performance

Figure 246: Grupo Cortefiel: Group financial performance, 2011/12-2015/16

Figure 247: Grupo Cortefiel: Outlet data, 2011/12-2015/16

Retail offering

Grupo Inditex

What we think

Inditex outperforms the market

Integrating the digital and physical experience

Zara adopts a more sustainable approach to fast fashion

Company background

Company performance

Figure 248: Grupo Inditex: Group financial performance, 2011/12-2015/16

Figure 249: Grupo Inditex: Share of sales, by retail brand, 2015/16

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Figure 250: Grupo Inditex: Sales and operating profit, by major retail brand, 2011/12-2015/16

Figure 251: Grupo Inditex: Outlet data, by region, at January 2016

Figure 252: Grupo Inditex: Store numbers, by retail brand, at January 2016

Figure 253: Grupo Inditex: Outlet data, 2011/12-2015/16

Retail offering

H&M Hennes & Mauritz

What we think

Designer collaborations boost sales and strengthen fashion credentials

Rapid store growth

E-commerce expansion

A one-stop shop for fashion and beauty

Sustainable fashion initiatives

Company background

Company performance

Figure 254: H&M Hennes & Mauritz: Group financial performance, 2010/11-2014/15

Figure 255: H&M Hennes & Mauritz: Outlet data, 2010/11-2014/15

Retail offering

House of Fraser Plc

What we think

Capitalising on House Brand and womenswear sales growth

Online fashion shopping proposition

Perfect fit

Store refurbishments attracting new fashion brands

Embracing multicultural fashion

Company background

Company performance

Figure 256: House of Fraser Plc: Group financial performance, 2011/12-2015/16

Figure 257: House of Fraser Plc: Outlet data, 2011/12-2015/16

Retail offering

John Lewis

What we think

A strong performance

An area of focus

Innovation drives growth

Online

Company background

Company performance

Figure 258: John Lewis Partnership: Group financial performance, 2011/12-2015/16

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Figure 259: John Lewis Partnership: Outlet data, 2011/12-2015/16

Retail offering

Kiabi

What we think

Company background

Company performance

Figure 260: Kiabi: Group financial performance, 2011-15

Figure 261: Kiabi: Outlet data, 2011-15

Retail offering

Marks & Spencer

What we think

Clothing: still the main problem for M&S

Womenswear remains the focus

Streamlining the brand portfolio

Availability and in-store experience must improve

Back to basics

Menswear looks promising

Online sales must improve

The road ahead

Company background

Company performance

Figure 262: Marks & Spencer: Group financial performance, 2011/12-2015/16

Figure 263: Marks & Spencer: Outlet data, 2011/12-2015/16

Retail offering

Matalan

What we think

Liverpool warehouse problems resolved

New web platform to push online growth

New shop-in-shop concept

Bolstering fashion credentials

Fresh store layouts for a more enjoyable shopping experience

Company background

Company performance

Figure 264: Missouri TopCo Ltd/Matalan: Group financial performance, 2011/12-2015/16

Figure 265: Matalan Ltd: Outlet data, 2011/12-2015/16

Retail offering

New Look Group Plc

What we think

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Menswear push

Cosmetics and fragrances and homewares

Web enhancements and wider delivery options drive own online sales

Capitalising on third-party e-commerce partners' local knowledge and expertise

New concept stores delivering sales and profit growth

China expansion gathering pace

Company background

Company performance

Figure 266: New Look Group Plc: Group financial performance, 2011/12-2015/16

Figure 267: New Look Group Plc: Outlet data, 2011/12-2015/16

Retail offering

Next

What we think

A solid performer

E-commerce late to mobile

Becoming more agile

Store network facilitates click-and-collect

One brand, multiple channels?

Company background

Company performance

Figure 268: Next plc: Group financial performance, 2011/12-2015/16

Figure 269: Next plc: Outlet data, 2011/12-2015/16

Retail offering

OVS

What we think

New OVS store format 'recording excellent sales'

Big name collaborations

Planned international expansion through Charles Vögele takeover

Zalando partnership widens online availability

Company background

Company performance

Figure 270: OVS SpA: Group financial performance, 2011/12-2015/16

Figure 271: OVS SpA: Outlet data, 2011/12-2014/15

Retail offering

Primark/Penneys

What we think

The most popular clothing retailer

Inevitable slowing of growth

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Facing a triple threat

Lack of transactional website is hurting it

Devaluation of pound set to hit margins

Company background

Company performance

Figure 272: Primark/Penneys: Group financial performance, 2011/12-2015/16

Figure 273: Primark/Penneys: Outlet data, 2011/12-2015/16

Retail offering

River Island Clothing Co Ltd

What we think

Catering to plus-sized customers

Making it easier for its customers to buy online

Menswear push

New kids' collection to capitalise on the growing UK children's clothing market

Tapping into the athleisure trend

New delivery option for customers unable to collect their orders

Using digital technology to drive footfall to stores

New channels to shop River Island

Company background

Company performance

Figure 274: River Island Clothing Co Ltd: Group financial performance, 2010/11-2014/15

Figure 275: River Island Clothing Co Ltd: Outlet data, 2010/11-2014/15

Retail offering

Tesco Plc

What we think

On the road to recovery

Clothing sales tracking UK sales

Streamlining online ordering

In-store concessions: no decision yet

Exposed to performance of larger Tesco stores

International expansion for F&F brand

Company background

Company performance

Figure 276: Tesco Plc: Group financial performance, 2011/12-2015/16

Figure 277: Tesco Plc: Outlet data, 2011/12-2015/16

Retail offering

TJX International (TK Maxx)

What we think

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TK Maxx benefits from younger men's penchant for designer brands

Scope for catching up in the online space

Company background

Company performance

Figure 278: TJX International (TK Maxx): Group financial performance, 2011/12-2015/16

Figure 279: TJX International (TK Maxx): Outlet data, 2011/12-2015/16

Retail offering

Vivarte

What we think

Slow to modernise in an evolving market

Problems at the core format La Halle

Sell, sell, sell....

Company background

Company performance

Figure 280: Vivarte: Group sales performance, 2010/11-2015/16

Figure 281: Vivarte: Store numbers, 2010/11-2014/15

Retail offering

Figure 282: Vivarte: Clothing brands, 2016

La Halle

Zalando

What we think

Complementing the high street leaders

Brand focus

Company background

Company performance

Figure 283: Zalando: Group financial performance, 2011-15

Retail offering

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