

## Underwear - UK - June 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Men are driving growth in the underwear market, as they take a greater interest in their appearance and are now more inclined than women to see the latest fashion as an important factor when buying underwear.”  
– Tamara Sender, Senior Fashion Analyst

### This report looks at the following areas:

- How has the underwear market performed?
- What are the opportunities for growth?
- What can retailers do to drive up spending on underwear?

Sales of underwear grew by only 2.2% in 2016 to reach £2.9 billion as the sector remains very price sensitive. Low price remains high up the list of priorities when buying underwear and growth is held back by high levels of replacement buying.

Men are driving growth in the underwear market, with value sales of men's underwear growing at a faster rate than women's. The shift in purchasing habits is happening as men are taking greater interest in their appearance and are now more inclined than women to see the latest fashion as an important factor when buying underwear. Among the brands driving growth in the market is Calvin Klein with its Justin Bieber campaign, as well as brands such as Aerie entering the men's underwear sector.

The athleisure trend is driving demand for sports bras and more sporty styles of underwear, with more retailers expanding into this sector.

Consumers are most interested in underwear that feels more comfortable and innovations in softer wire and fabrics that are odourless, seamless and moisture-wicking will help shake up the market.

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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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## The implications

What can retailers do to drive up spending on underwear?

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## The Market – What You Need to Know

Underwear to grow 2.2%

Market to rise by 11% by 2021

Men's underwear grows at a faster rate

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Primark grows in popularity for underwear

Men more likely than women to buy online

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