

## Women's Clothing - US - July 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"While the US women's clothing market is indeed large and growing, the growth is incredibly stifled. Sales should reach \$170.6 billion this year, basically flat in comparison to 2016. This continued slow pace is expected for the foreseeable future."

**Diana Smith, Associate Director - Retail & Apparel**

This report looks at the following areas:

- **Market vitality is weak**
- **The basics are broken**
- **Role of the physical store transforming**

Younger generations, with their propensity to be more engaged and excited about clothes shopping, could revitalize the market as long as retailers offer apparel items they actually like and prices they are willing to pay. From a marketing standpoint, brands need to maintain a maniacal focus on online channels including mobile and social media to reach these young fashionistas.

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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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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Market vitality is weak

Figure 1: Total US sales and fan chart forecast of women's clothing, at current prices, 2012-22

The basics are broken

Figure 2: Attitudes toward price and quality of clothing, April 2017

Role of the physical store transforming

Figure 3: Retailers shopped, by generation, April 2017

Figure 4: Desired in-store improvements, by generation, April 2017

The opportunities

Address sizing concerns

Figure 5: Size-related attitudes and interests, by age, April 2017

Find the mobile touchpoints

Figure 6: Mobile attitudes and behaviors, by generation, April 2017

Capitalize on the social nature of shopping

Figure 7: Influence of social media, by age, and shopping mindset, April 2017

What it means

### The Market – What You Need to Know

Large market, slow growth

Economic factors look positive, so why aren't women spending more on clothes?

Obesity remains a key issue

Mobile device ownership means more mobile orders

### Market Size and Forecast

Market remains soft

Figure 8: Total US sales and fan chart forecast of women's clothing, at current prices, 2012-22

Figure 9: Total US retail sales and forecast of women's clothing, at current prices, 2012-22

### Market Breakdown

Activewear a bright spot in this fragmented sector

Figure 10: Total US retail sales of women's clothing, by segment, at current prices, 2012-17

Figure 11: Total US retail sales of women's clothing, by segment, at current prices, 2015 and 2017

Womenswear commands lion's share, but menswear outpacing in growth

### Market Factors

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### Female population growing, aging, and diversifying

Figure 12: 18+ Female population by age, 2017-22

Figure 13: 18+ Female population by generation, 2017

Figure 14: Women by race and Hispanic origin, 2017-22

### Consumers maintaining balanced approach when it comes to finances

Figure 15: Top ways extra money is spent, January 2017

### Obesity dilemma worsens, bringing more demand for plus-sized clothing

Figure 16: Prevalence of obesity among US women aged 20 and over, by age, race and Hispanic origin, 2015

### Mobile device ownership reaches new heights

### More people working at home

## Key Players – What You Need to Know

Pop-up retailing embraced by brands and shoppers

Plus size market still underserved

Is the pressure to differentiate impacting quality?

Will Amazon rule women's apparel too?

The fine line between automation and hyper human service

## What's Working?

Fashion trends: what's old is new again

In their words: current trends and cool brands

Athleisurewear remains a bright spot

Alternative retail shops emerge

Physical stores seek options for flexibility

Stores fold to focus online

Pure-play expands to physical world

## What's Struggling?

Fit to be tried

Sizing tools

Plus and petite sizes

Department stores consider their options

Missing the mark on quality

Affordable luxury is the new upscale

In their words: Outdated trends and brands

## What's Next?

Technology changing how women shop

Figure 17: Interest in technology, by age, April 2017

Service models changing how women engage

Retail automation

In their words: robots versus humans

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Clienteling

The Amazon effect

Clothing gets smarter

### The Consumer – What You Need to Know

For most, clothes shopping is an occasional leisure time activity

Men are in the category too

Department stores most shopped channel

Mobile at the core of online shopping

Women generally optimistic about shopping

### Shopping Frequency and Seasonality

Half of women shop only occasionally

Figure 18: Shopping frequency, April 2017

Women under 35 shop the most often

Figure 19: Shopping frequency, by age, April 2017

Lack of seasonal variation

Figure 20: Seasonality, April 2017

In their words: impulse versus planned

### Items Purchased

"The basics" are still popular

Figure 21: Items purchased, January 2016 – March 2017

Casual clothing prioritized over more formal pieces

Figure 22: Select items purchased, January 2016 – March 2017

Men play an important role in gifting

Figure 23: Women's clothing items purchased by men, January 2016 – March 2017

### Spending Patterns

Spending remains status quo for most

Figure 24: Spending, April 2017

In their words: spending more, less or the same?

More

Less

About the same

Majority of past three-month spending falls below \$300

Figure 25: Amount spent on women's apparel in past three months, by gender, January 2016 - March 2017

In their words: clothes or experiences?

### Shopping Mindset

Give me the basics

Figure 26: Shopping mindset, April 2017

Being practical becomes more important as women age

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Figure 27: Shopping mindset, by age, April 2017

Most women see clothes shopping as fun, social and a chance to try new styles...as long as the price is right

Figure 28: Retail shopping segmentation, percentage by segment, January 2016 - March 2017

Figure 29: Retail shopping segmentation, by age, January 2016 - March 2017

Figure 30: Attitudes about fashion and shopping, by select segments, January 2016 - March 2017

In their words: women describe their personal style

### Retailers Shopped

Department stores hang on, but for how long?

Figure 31: Retailers shopped, April 2017

Age factors into retailer choice

Figure 32: Top retailers shopped, by age, April 2017

In-store environment affects shopping process

In their words: how environment makes a difference

Experiential retailing takes shopping beyond mere transactions

### Alternative Shopping Options

Subscription services

In their words

Figure 33: Stitch Fix television ad, June 2017

Figure 34: Stitch Fix E-mail advertisement, April 2017

Figure 35: Fabletics television ad, May 2017

Rental services

In their words

Preowned marketplace

In their words

### Online Shopping Process

Online shopping spans generations

Figure 36: Retailers shopped online, by generation, April 2017

Path to purchase reaffirms mobile's role

Computers versus mobile devices

Figure 37: Preferred devices for online shopping, by age, April 2017

Retailers' sites versus brand/manufacturers' sites

Figure 38: Preference for retailers' vs. brands' sites, by age, April 2017

Mobile shopping behaviors

Figure 39: Mobile shopping behaviors, by age, April 2017

Opportunities to engage at the store post-purchase

Figure 40: In-store pickup and return preferences, by age, April 2017

### Attitudes toward Clothes Shopping

Clothes shopping is a passion area for many

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Figure 41: Percentage who enjoy clothes shopping, by key demographics, April 2017

Figure 42: Spending, by attitudes toward clothes shopping – Any agree, April 2017

## Attitudes related to cost

Shoppers have been trained not to pay full price

Figure 43: Cost-related attitudes, April 2017

## Attitudes related to customer service

Nearly half of Millennials would consult their phone before a salesperson

Figure 44: Customer-service related attitudes, April 2017

## In their words

### Marketing opportunities

Shoppers seeking transparency and improved quality

Figure 45: Customer-service related attitudes, April 2017

Figure 46: Attitude regarding use of real women versus models in advertising, by key demographics, April 2017

## Influencers

Media carries huge influence

Figure 47: Influencers, April 2017

Social media is number one influencer among 18-24s

Figure 48: Top media influencers, by age, April 2017

Figure 49: Social media websites visited, by age, April 2017

Shoppable imagery moves online shoppers along the path to purchase

## Desired Retail Improvements

Sizing improvements top the list

Figure 50: Desired retail improvements, April 2017

High-value customers reinforce importance of proper fit, quality merchandise, and in-store experience

Figure 51: Spending more, by select desired retail improvements, April 2017

TURF analysis provides quantitative support for maximizing reach

Figure 52: TURF Analysis – Desired retail improvements, April 2017

## Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Direct marketing creative

Abbreviations and terms

Abbreviations

Terms

## Appendix – Market

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Figure 53: Total US retail sales and forecast of women's clothing, at inflation-adjusted prices, 2012-22

Figure 54: GDP change from previous period, Q1 2007-Q1 2017

Figure 55: Consumer confidence and unemployment, 2000-May 2017

Figure 56: Disposable Personal Income change from previous period, January 2007-May 2017

Figure 57: US gasoline and diesel retail prices, January 2007-June 2017

### Appendix – Consumer

Figure 59: Table - TURF Analysis – Desired retail improvements, April 2017

Figure 60: US retail sales at clothing and clothing accessories stores, 2015 - May 2017

Figure 61: Purchase incidence of women's clothing, by gender, January 2012 – March 2017

Figure 62: Women's clothing items purchased, January 2012 – March 2017

Figure 63: Amount spent by women on women's apparel in past three months, by age, race and Hispanic origin, January 2016 - March 2017

Figure 64: Women's lingerie items purchased, January 2016-March 2017

Figure 65: Bra brands purchased, January 2016-March 2017

Figure 66: Retail shopping segmentation, by household income, January 2016-March 2017

Figure 67: Attitudes/opinions about apparel, by segment - part one, January 2016-March 2017

Figure 68: Attitudes/opinions about apparel, by segment - part two, January 2016-March 2017

Figure 69: Attitudes/opinions about shopping, by segment - part one, January 2016-March 2017

Figure 70: Attitudes/opinions about shopping, by segment - part two, January 2016-March 2017

#### Additional qualitative information

Spending amounts

Spending priorities

In-store environment

Subscription services

Customer service

Current trends and brands

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