

Department Stores - UK - July 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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"The main players in the market recognise a need to focus on experiential retail. They are redesigning their stores with improved beauty services, food and drink venues and a focus on own brands to help differentiate them from other types of retailers. Over the longer term this should help revive the department store sector and make it more relevant for today's consumer."

– **Tamara Sender Ceron, Senior Fashion Analyst**

This report looks at the following areas:

- How is the role of department stores changing?
- Who are the winners and losers in the department store sector?
- What are the main growth opportunities for department stores?

Mintel's consumer research shows that store experience is one of the most important reasons for shopping at department stores. The main players in the market have recognised a need to focus on experiential retail in response to growing demand for leisure and experiences over purchasing of products and are redesigning their stores with improved beauty services and food and drink venues.

Own brands have become a big focus in the last year for many of the department stores and selling exclusive and unique products is one way to drive sales and grab share from competitors. Mintel's research shows that while less than one fifth of shoppers currently shop at department stores because of their own branded products, three fifths would like them to sell more own brands, highlighting the growth potential for this area.

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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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