

# Underwear (incl Loungewear/Nightwear) - UK - June 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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## This report looks at the following areas:

The market is highly competitive, with a broad assortment of retailers vying for consumer spending. As such, retailers need to keep pace with changing trends and continue to innovate in order to compete.

- The shift towards online purchasing
- Own-label continues to dominate, but how can retailers encourage consumers to trade up?
- Tapping into the body-positive trend



“Growth in the UK underwear, nightwear and loungewear sector has been strong, with sales boosted by an increase in the amount of time people are spending at home, which has in turn driven a new demand for nightwear and loungewear products.”

– **Samantha Dover, Senior Retail Analyst**

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