

Clothing Retailing - UK - October 2018

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“The UK clothing market is going through a dramatic period of change. Online is not only capturing a greater share of consumer spending, but it is also highly influential in what consumers are choosing to buy. Whilst the online-only retailers are outperforming at present, this is because they have a better understanding of their customers and are responding faster to changes in how people shop.”

– **Samantha Dover, Senior Retail Analyst**

This report looks at the following areas:

- **The high-street vs online**
- **Is the tide about to turn on fast fashion?**
- **Rebuilding brand loyalty**

Consumer spending on clothing and accessories continues to grow as robust demand for fashion has been upheld. In recent years, the menswear category has been the star performer for many retailers and although it continues to perform well, growth in the market during 2018 was driven by a renewed demand for womenswear.

Despite a strong appetite for clothing amongst UK consumers, the specialist retailers have continued to lose market share. Battling with unpredictable weather, high-levels of discounting and rising competition in the market, the specialists have struggled to offer their customers the right products at the right price and time. However, many have also been slow to respond to changes in how people are shopping for clothing, with online not only changing where consumers are shopping, but also influencing what they are buying.

Retailers that are responding to these changes are better performing and the winners during 2018 were the online-only retailers – not because they only operate online, but because they have shown an ability to adapt to the market and respond more quickly to what their customers want.

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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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Interpretation of results

Figure 150: Overall satisfaction with clothing retailers – Key driver output, August 2018

Figure 151: Satisfaction with clothing retailers, August 2018

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