

## Children's Clothing - US - February 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Although future growth faces some challenges due to declining birth rates, the market is steady. Retailers need to find ways to evolve the meaning of value and convenience for parents, especially as they do more shopping online. Further, looking to existing shoppers to drive incremental sales will be important for maintaining ongoing engagement."

– Alexis DeSalva, Retail & Apparel Analyst

This report looks at the following areas:

Retailers need to consider parents' and children's style preferences, especially as kids play a big role in purchase decisions. Those that capture the attention of parents and their kids have a chance to encourage additional self-purchases from parents and retain children as loyal customers when they transition to independent shoppers.

- Expected growth is minimal
- Parents prefer multipurpose retailers
- Parents have different priorities
- Kids influence purchases

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Overview

Issue: expected growth is minimal

Opportunity: encourage incremental purchases by appealing to the whole family

Issue: parents prefer multipurpose retailers

Opportunity: offering purchase alternatives to attract more parents

Issue: parents have different priorities

Opportunity: appeal to dads' sartorial desires

Issue: kids influence purchases

Opportunity: engaging with kids to build long-term relationships

What it means

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Slow growth attributed to fewer births

The internet is changing how parents shop

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Figure 2: Total US sales and forecast of market, at current prices, 2013-23

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Mass merchandisers are the favorites

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Rethinking purchase options to engage price-conscious parents

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Mass merchandisers' efforts to improve are winning with parents

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Sales data

Fan chart forecast

Consumer survey data

Direct marketing creative

Abbreviations and terms

Abbreviations

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