

Womenswear - UK - May 2019

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

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“Growth in the UK womenswear market has remained robust, with demand being driven by new trends coming through as women become tired of long-standing favourites like the skinny jean. Retailers are recognising that ranges like petite and plus-size are no longer a niche concern, and growth in these categories has been particularly strong.”

– **Samantha Dover, Senior Retail Analyst**

This report looks at the following areas:

- **Merging the online and offline experience**
- **The big discounting challenge**
- **Ongoing issues with returns, sizing and fit**

Mintel estimates that sales of womenswear in the UK rose 4.1% to £29.6 billion in 2018, with similarly robust growth (+3.8%) forecast in 2019. Demand for women’s clothing has remained strong, buoyed by favourable macroeconomic trends such as the growth in real wages and boosted further by a strong demand for trend-led fashion products.

The continued growth, however, is not enough to offset a highly saturated womenswear market, with more retailers than ever vying for consumer spending on women’s clothing, making it challenging for retailers to capture growth in what is now a highly competitive market. In this kind of trading environment, too many retailers have become reliant on discounting, which will subdue growth going forward.

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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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The facts

The implications

The Market – What You Need to Know

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Tapping into new categories

Customised denim

Voice shopping

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The Consumer – What You Need to Know

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