

Women's Clothing - US - August 2019

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

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"Most women are buying clothes and many do so frequently. With numerous options of where and how to shop, retailers are pressured to evaluate their assortments and, just as importantly, the way they engage with shoppers. More diverse and independent women shopping the category means more preferences and behaviors retailers need to consider."

– **Alexis DeSalva, Retail & Apparel Analyst**

This report looks at the following areas:

In order to remain relevant, retailers and brands need to explore meeting the consumer where they are, using social media to communicate and interact with consumers, and offering flexible purchasing options like rentals or try-before-you-buy to give women more options depending on their situation.

- **40% of women are shopping four or fewer times a year**
- **Alternative purchasing options introduce new competitors into the market**
- **Social media is an emerging shopping destination**

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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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Overview

Issue: 40% of women are shopping four or fewer times a year

Opportunity: engage with both the emotional and functional sides of women to drive shopping occasions

Issue: alternative purchasing options introduce new competitors into the market

Opportunity: consider offering options that promote circularity and sustainability

Issue: social media is an emerging shopping destination

Opportunity: using content to aide commerce

What it means

The Market – What You Need to Know

Growth will be small, but stable

Increase in diverse and independent women introduces new shoppers, with varying preferences

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Modest but stable growth expected

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