

Men's & Women's Clothing: Incl Impact of COVID-19 - US - September 2020

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“Clothing continues to be impacted by the pandemic and recession. Out-of-work consumers are quick to scale back spending on new clothes. When they do shop, value will be a primary driver in their purchase decisions. This will shake up the competitive landscape, possibly benefiting big-box competitors and putting pressure on brands and retailers to consider emerging shopping options.”
– Alexis DeSalva, Sr Analyst Retail & eCommerce

This report looks at the following areas:

- Shopping frequency will slow because of the health and economic crisis
- Creating budget-friendly opportunities to shop
- Recreate the in-person experience, virtually
- Brands need to get comfortable taking a stance
- Embrace messages of wellbeing

The COVID-19 pandemic and its impact on the economy have reversed the expected positive sales trajectory for the clothing category – largely due to store closures, decreased discretionary spending, and fewer reasons to shop for clothes. Consumers’ clothing needs and purchase behaviors have changed as a result, and retailers and brands will need to re-evaluate where and how they engage with them. Recovery is expected to mirror the last recession, remaining repressed for two years before rebounding in 2022. Factors such as when a vaccine becomes available and when the need for new clothes returns (eg consumers attending events, returning to work) will play a role in how quickly the category picks up again. Regardless of when it does, expect to see value playing a larger role in how consumers shop for clothes moving 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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Abbreviations

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