

Department Stores: Inc Impact of COVID-19 - UK - April 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour in the department store sector.
- How COVID-19 will affect the market dynamics within the department store sector.
- Brand research on leading players within the sector and key launches and innovations.
- Consumer attitudes and shopper behaviours towards department stores.



"The department store sector in the UK continued to struggle throughout 2019 and the outbreak of COVID-19 came at a particularly difficult time. Many of the leading department stores were in the midst of reviewing store portfolios and making significant strategic changes in order to try to turn things around."

– Chana Baram, Senior Retail Analyst, 4th May 2020

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Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this report**
- **Products covered in this Report**

EXECUTIVE SUMMARY

- **The market**
- **The department store sector continues to decline**
Figure 1: UK department store sector size and forecast (Post-COVID-19 lockdown forecast), 2014-24
- **Footfall across the high street has seen steep declines**
Figure 2: Year-on-year footfall change, by location, January 2015-February 2020
- **Impact of COVID-19 on department stores**
Figure 3: Short, Medium and long term impact of COVID-19 on Department Stores, April 2020
- **Companies and brands**
- **Major leading players struggle**
- **House of Fraser loses market share**
Figure 4: Leading department stores, estimated market shares, 2017-19
- **Brand research shows that John Lewis is highly regarded**
Figure 5: Attitudes towards and usage of selected brands, March 2020
- **The consumer**
- **Department stores attract two thirds of shoppers**
Figure 6: Department stores used in the last 12 months, 2018-20
- **Fashion is the most commonly bought category at department stores**
Figure 7: What consumers bought from department stores in the last 12 months, May 2019 and February 2020
- **Gifting brings shoppers into department stores**
Figure 8: Reasons given for visiting a department store, February 2020
- **Consumers prefer the ease of online shopping**
Figure 9: Department store shopper behaviours, February 2020
- **Shoppers are suffering from discount fatigue**
Figure 10: Consumer attitudes towards department stores, February 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Department stores are perceived by some as pricey and inconvenient**

Figure 11: Top reasons given for not purchasing items at department stores, February 2020

- **What we think**

THE IMPACT OF COVID-19 ON DEPARTMENT STORES

- **Short, medium and long-term impact on the industry**

Figure 12: Short, Medium and long term impact of COVID-19 on Department Stores, April 2020

- **Opportunities and Threats**
- **COVID-19 hastens department store closures**
- **Focus on community and personalisation**

Figure 13: John Lewis has been providing care packages to key workers in the UK to show support, April 2020

- **Digital innovations will grow in importance**
- Figure 14: John Lewis – virtual home design service, April 2020

- **Impact on the department store sector**
- **COVID-19 set to cause steep declines for department stores**

Figure 15: UK department store sector size and forecast (Post-COVID-19 lockdown forecast), 2014-24

- **Shifting consumer behaviours**
- **During lockdown there has been an almost total reliance on online shopping for non-foods...**

Figure 16: People who said they have increased the amount of shopping done online as a result of COVID-19, 28th February 2020-16th April 2020

- **...but a lack of spending on discretionary items**
- Figure 17: Changes in shopping habits since the outbreak of COVID-19 between 23rd April – 30th April 2020

- **Almost half of shoppers expect to spend less on fashion items**

Figure 18: Expected spending patterns due to COVID-19, 23rd-30th April 2020

- **Key consumer segments**
- **Lack of tourism due to COVID-19 will impact high-end department stores**

Figure 19: Country or region of origin of non-UK-resident purchasers of high-end products, 2019

- **ABs are slightly less concerned about changes to their lifestyle**

Figure 20: Worries about how COVID-19 will impact lifestyles, by socioeconomic group, 23rd-30th April 2020

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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- Women are more likely to have cut back on non-essential spending**

Figure 21: Expected changes in shopping for fashion items since the outbreak of COVID-19, by gender, 23rd – 20th April 2020

- How a COVID-19 recession will reshape the department store sector**
- Unemployment will impact discretionary spend**
- Marketing and sales activities will need to be pitched appropriately**
- A recession could see a dip in conspicuous consumption**
- Increased discounting**
- Dealing with excess stock**
- COVID-19: Market context**

ISSUES AND INSIGHTS

- COVID-19 predicted to hugely disrupt the department store sector**
- The facts**
- The implications**

Figure 22: Expected spending patterns due to COVID-19, 23rd-30th April 2020

- Is online shopping the new 'department store'?**
- The facts**
- The implications**

THE MARKET – WHAT YOU NEED TO KNOW

- Department stores continue to experience declines**
- COVID-19 set to have a big impact on the market**
- Key department store categories expected to grow**
- Lack of tourism in 2020 to impact high-end department stores**
- Consumer uncertainty over Brexit eases up**
- Footfall has been steadily declining**

MARKET SIZE AND FORECAST

- The decline is predicted to continue for department stores**

Figure 23: UK department store sector size and forecast (Pre-COVID-19 lockdown forecast), 2014-24

Figure 24: UK department store sector size and forecast, at constant and current prices (Pre-COVID-19 lockdown forecast), 2014-24

- Impact of COVID-19**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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Figure 25: UK department store sector size and forecast (Post-COVID-19 lockdown forecast), 2014-24

Figure 26: UK department store sector size and forecast, at constant and current prices (Post-COVID-19 lockdown forecast), 2014-24

- **Forecast methodology**

CONSUMER SPENDING

- **Spending has grown in the key categories**
- **Fashion sales slow**
- **Opportunities in prestige beauty**

Figure 27: Consumer spending on the core department store categories, 2015-19

MARKET DRIVERS

- **Inbound tourism rose in 2019...**
Figure 28: Number of inbound tourists and tourist expenditure in the UK, 2009-19
- **...but COVID-19 will hamper department store sales**
Figure 29: Country or region of origin of non-UK-resident purchasers of high-end products, 2019
- **Consumer uncertainty over Brexit lessens**
Figure 30: Consumer sentiment towards Brexit, February 2020
- **Footfall continues to decline...**
Figure 31: Year-on-year footfall change, by location, January 2015-February 2020
- **...as extreme weather conditions affect the high street**
- **Online continues to grow**
Figure 32: Internet sales as a proportion of total retail sales, 2009-19

COMPANIES AND BRANDS – WHAT YOU NEED TO KNOW

- **Major leading players struggle**
- **House of Fraser loses market share**
- **John Lewis has the most established online presence**
- **Department stores get more experiential**
- **Advertising spend was down nearly 30% in 2019**

LEADING PLAYERS

- **Note on department store sales**
- **Major players struggle with slowing sales**
- **All change at John Lewis**
- **Debenhams and House of Fraser continue to struggle post-administration**

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Infographic Overview

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Figure 33: Leading department stores, net sales, 2015-19

- **Store closures continue...**

Figure 34: Leading department stores, outlet numbers, 2015-19

- **...leading some to see an increase in sales per outlet**

Figure 35: Leading department stores, estimated sales per outlet, 2015-19

- **Profits at the major department stores are shrinking**

Figure 36: Leading department stores, operating profits, 2015-19

Figure 37: Leading department stores, operating margins, 2015-19

MARKET SHARE

- **House of Fraser rapidly losing market share**

Figure 38: Leading department stores, estimated market shares, 2017-19

Figure 39: Leading department stores, market shares, 2015-19

ONLINE

- **Struggling department stores suffer with slowing online sales**

Figure 40: Select leading department stores, estimated online revenues, 2015-19

- **Online share for top department stores grows**

Figure 41: Estimated online share of select leading department stores' total revenues, 2015-19

Figure 42: Estimated online department store market size, 2015-19

- **Online becomes more important for department stores**

- **Note on methodology**

LAUNCH ACTIVITY AND INNOVATION

- **Department stores enter rental territory**

- **Selfridges hosts Hurr Collective pop-up**

Figure 43: Hurr's pop-up in Selfridges, 2020

- **Liberty teams up with My Wardrobe HQ**

Figure 44: My Wardrobe HQ space in Liberty, 2020

- **Luxury department stores offer second-hand options**

- **Selfridges opens Vestiaire concession**

Figure 45: Vestiaire's permanent Selfridges concession, 2019

- **Harrods and NSPCC team up for the second time**

Figure 46: Inside Harrods latest Re-Told charity shop, April 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Selfridges launches pre-loved childrenswear pop-up**
- **Depop pop-up opens in August 2019**
Figure 47: Depop pop-up shop, 2019
- **L'Agence and Fenty pop-ups in October 2019**
- **Selfridges teams up with Instagram**
Figure 48: Selfridges Instagram pop-up, 2019
- **Highsnobiety launches The Co. Lab in partnership with Selfridges**
- **Department stores bet on beauty**
- **Harrods to open line of beauty stores**
- **Dazed opens beauty pop-up in Selfridges**
Figure 49: Dazed Beauty Space pop-up, 2020
- **John Lewis unveils beauty counter for men**
- **UK department stores venture abroad**
- **Fortnum & Mason opens in Hong Kong**
Figure 50: Fortnum & Mason's Hong Kong store, 2019
- **Harrods to open in Shanghai**
- **Department stores revamp floors**
- **John Lewis invests in menswear**
Figure 51: Inside John Lewis' Speak Easy area, 2019
- **Selfridges opens new accessories hall in Trafford Centre**
Figure 52: Selfridges new accessory hall in Manchester's Trafford Centre, 2019
- **Harrods continues its major revamp**
Figure 53: Harrods' new dining hall, 2019
Figure 54: Harrods' new beauty hall, 2019
- **Department stores get more experiential**
- **John Lewis launches most experiential store yet**
- **Selfridges opens permanent cinema**
Figure 55: The cinema at Selfridges, Oxford Street, London
- **House of Fraser opens gaming arena**
Figure 56: Belong's Oxford Street arena in House of Fraser, 2019
- **Alternative reality experiences**
- **John Lewis uses virtual app for furniture**
Figure 57: John Lewis' AR furniture app in use, 2020
- **Harvey Nichols launches VR circus**
- **M&S to combine food hall and clothing store**

ADVERTISING AND MARKETING ACTIVITY

- **Advertising spend down nearly 30% in the last year**

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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Figure 58: Recorded above-the-line, online display and direct mail total advertising expenditure by selected leading UK department stores, 2015-19

- Marks & Spencer remains the sector's biggest spender**
 Figure 59: Recorded above-the-line, online display and direct mail total advertising expenditure, by selected leading UK department stores, 2015-19
- TV is the primary source of department store advertising**
 Figure 60: Recorded above-the-line, online display and direct mail total advertising expenditure by selected leading UK department stores, by media type, 2019
 Figure 61: Recorded above-the-line, online display and direct mail total advertising expenditure of selected leading UK department stores, by media type, 2019
- Key campaigns**
- Christmas advertising is the highlight of the year**
- John Lewis shelves first spring campaign due to COVID-19**
- M&S revamps 'This is Not Just' food marketing campaign after 12-year absence**
- Debenhams' £3 million male-focused campaign**
- Harvey Nichols parts ways with creative agency**
- Nielsen Ad Intel coverage**

SPACE ALLOCATION SUMMARY

- Space allocation summary**
 Figure 62: Department stores: Summary of estimated in-store space allocation, March 2020
- Detailed space allocation estimates**
- M&S revamping childrenswear department and introducing urban farming in stores**
- New toy emporium and permanent cinema at Selfridges' flagship London store**
 Figure 63: The cinema at Selfridges, Oxford Street, London
- John Lewis' new experiential concept shop to attract footfall and increase dwell time**
- Struggling Fenwick turns floor space into offices**
- New-style House of Fraser being rolled out**
 Figure 64: Department stores: Detailed space allocation estimates, March 2020

BRAND RESEARCH

- Brand map**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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Figure 65: Attitudes towards and usage of selected brands, March 2020

- **Key brand metrics**
Figure 66: Key metrics for selected brands, March 2020
- **Brand attitudes: John Lewis highly rated for customer service**
Figure 67: Attitudes, by brand, March 2020
- **Brand personality: Debenhams seen as accessible**
Figure 68: Brand personality – macro image, March 2020
- **House of Fraser perceived as impersonal**
Figure 69: Brand personality – micro image, March 2020
- **Brand analysis**
- **John Lewis is the favourite brand**
Figure 70: User profile of John Lewis, March 2020
- **Debenhams has high levels of usage, but is not rated for its experience**
Figure 71: User profile of Debenhams, March 2020
- **Fenwick lacks differentiation**
Figure 72: User profile of Fenwick, March 2020
- **Harvey Nichols worth paying more for**
Figure 73: User profile of Harvey Nichols, March 2020
- **House of Fraser perceived as boring**
Figure 74: User profile of House of Fraser, March 2020

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Department stores attract two thirds of shoppers**
- **Fashion is the most commonly bought category at department stores**
- **Gifting brings shoppers into department stores**
- **Consumers are turning to online shopping**
- **Shoppers are suffering from discount fatigue**

WHERE THEY SHOP

- **Department stores continue to attract two thirds of shoppers**
Figure 75: Department stores used in the last 12 months, 2018-20
- **In-store shopping more popular than online**
Figure 76: Department stores used in-store and online in the last 12 months, February 2020
- **Department stores appeal to those with higher socio-economic status**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 77: How consumers shopped with department stores in the last 12 months, by socio-economic status, February 2020

- **Most shop across just one or two different stores**

Figure 78: Repertoire of department stores used in the last 12 months, February 2020

WHAT THEY BUY

- **Eight in 10 made a fashion purchase**

Figure 79: What consumers bought from department stores in the last 12 months, May 2019 and February 2020

- **Older shoppers are more likely to buy clothing at department stores**

Figure 80: What consumers bought from department stores in the last 12 months, by age, February 2020

- **Two thirds bought more than one type of item**

Figure 81: Repertoire of how many items consumers bought from department stores in the last 12 months, February 2020

REASONS FOR VISITING DEPARTMENT STORES

- **Three quarters visited a department store...**

Figure 82: Visits to department stores, February 2020

- **...with young people most likely to visit**

Figure 83: Visits to department stores, by age, February 2020

- **Over two in five visited for gift ideas**

Figure 84: Reasons given for visiting a department store, February 2020

- **Men aged 25-44 visit to use leisure facilities**

Figure 85: Consumers who visited a department store to use the leisure facilities, by gender and age, February 2020

BEHAVIOURS OF DEPARTMENT STORE SHOPPERS

- **Online shopping is hampering the progress of department stores**

Figure 86: Department store shopper behaviours, February 2020

- **Men find it easier to shop online but could be swayed by exclusive items**

Figure 87: Department store shopping behaviours, by gender, February 2020

- **Younger generations want experiences**

Figure 88: Behaviours towards shopping in a department store that has a selection of extra services, by generation, February 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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ATTITUDES TOWARDS DEPARTMENT STORES

- Consumers are suffering from discount fatigue**
Figure 89: Consumer attitudes towards department stores, February 2020
- Shoppers across the board go to department stores to find unique items**
Figure 90: People who agree that the main reason to visit a department store is to buy items that can't be bought elsewhere, by gender and age, February 2020
- Store closures put off consumers**

REASONS FOR NOT USING DEPARTMENT STORES

- Department stores viewed as pricey and inconvenient**
Figure 91: Top reasons given for not purchasing items at department stores, February 2020
- People in small towns opt for more convenient options**
Figure 92: People who have not shopped at a department store as there are more convenient places for them to shop, by location, February 2020

DEBENHAMS

- What we think**
- COVID-19 threatens the future of the business**
- Online lifeline?**
- A need to focus on the UK**
- Where now?**
- Company background**
- Company performance**
Figure 93: Debenhams: Group financial performance, 2013/14-2017/18
Figure 94: Debenhams: Outlet data, 2013/14-2017/18
- Retail offering**

HOUSE OF FRASER

- What we think**
- COVID-19 threats**
- COVID-19 opportunities**
- A strategy of elevation**
- Matching costs to revenues**
- Further store closures inevitable**
- Company background**
- Company performance**
Figure 95: House of Fraser Plc: Group financial performance, 2014/15-2018/19

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 96: House of Fraser Plc: Outlet data, 2014/15–2018/19

- **Retail offering**

JOHN LEWIS & PARTNERS

- **What we think**
- **Merger of John Lewis & Partners and Waitrose & Partners head office functions brings challenges and opportunities**
- **Experiential concept shop showcases services and experiences across fashion, beauty, cookery, gadgets, gardening and home interiors**
- **Own-brand fashion investment**
- **Capitalising on male interest in beauty products**
- **Expanding click-and-collect and home delivery options**
- **Try before you buy augmented reality experience making online purchasing easier**
- **Rewarding customers’ ethical behaviour**
- **Extending into the home improvements market**
- **Temporarily closes its stores during COVID-19 crisis**
- **Company background**
- **Company performance**

Figure 97: John Lewis & Partners Plc (department store): Group financial performance, 2015/16–2019/20

Figure 98: John Lewis & Partners Plc (department store): Outlet data, 2015/16–2019/20

- **Retail offering**

MARKS & SPENCER

- **What we think**
- **COVID-19 threats**
- **COVID-19 opportunities**
- **Online ramping up**
- **Store portfolio is being cut back**
- **A conscious shift towards food**
- **Company background**
- **Company performance**

Figure 99: Marks & Spencer: Group financial performance, 2014/15–2018/19

Figure 100: Marks & Spencer: Outlet data, 2014/15–2018/19

- **Retail offering**

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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APPENDIX – MARKET SIZE AND FORECAST

- **Forecast methodology**
- **Best- and worst-case forecast prior to the COVID-19 lockdown**

Figure 101: UK department store sector size and forecast, best- and worst-case forecast (pre-COVID-19 lockdown), 2019-24

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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