



Underwear: Inc Impact of COVID-19 - UK - June 2020

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This report looks at the following areas:

Many of the newer and more innovative underwear brands that have launched in the last year and are driving growth in the sector have made fitting solutions a priority, whilst also addressing changing consumer demands for sustainability, size inclusivity and more skin tone diversity.

- The impact of COVID-19 on consumer behaviour and shopping for underwear, nightwear and loungewear.
- What will happen to sales of underwear, nightwear and loungewear in 2020 as a result of the COVID-19 outbreak.
- Adapting to the shift towards greater online purchasing.
- The growing focus on size inclusivity and skin tone diversity in underwear products and advertising.



“As online shopping for underwear increases and the shift away from stores outlasts the COVID-19 outbreak and creates a longer lasting legacy, retailers will need to invest more heavily in digital fitting technology to help women more easily buy the correct fit and shape of bras online.”

– Tamara Sender Ceron,
Senior Fashion Analyst, 18/
06/20

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