Clothing Retailing: Inc Impact of COVID-19 - Europe - October 2020

Report Price: £2895.00 | $3909.12 | €3258.03

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"Clothing, footwear and accessories is among the sectors being hit the hardest by the ongoing COVID-19 pandemic across Europe, and we expect the leading five economies to experience drops in retail specialists' sales of between 20% and 32% in 2020."

– Armando Falcao, European Retail Analyst

This report looks at the following areas:

- **The impact of COVID-19 on the clothing retail sector**
- **How behaviours of clothes shoppers have changed since the start of the COVID-19 outbreak**
- **The main channels used to purchase clothes and how this is evolving**
- **How specialists are performing compared to non-specialists**
- **The role of online and the emergence of online-only specialists.**

Specialist retailers continue to lose share of spending in the category due to strong competition from online pureplayers and other non-specialists. However, we continue to see changes in consumer behaviour due to the pandemic, creating opportunities for retailers to establish a stronger online presence to capitalise on the substantial rise in online demand.

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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