



Children's Clothing - US - February 2021

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This report looks at the following areas:

- The impact of the COVID-19 pandemic on consumer behavior and the children's clothing market.
- How a down economy is causing cautious parents to rethink how many clothes children need.
- The change in online shopping behavior and perceptions.
- Children's involvement in the shopping process.

The pandemic has caused parents to reconsider where they shop for children's clothing and what they buy. Parents' preferences are influencing what their children wear, but kids themselves play a crucial role in shopping, indicating the need to appeal to both parents and kids. Changed lifestyles caused by the COVID-19 pandemic continue to create growth challenges for the category, especially as some parents re-evaluate how many clothes their children need; when they do shop, many will do so online. There are opportunities to drive new purchases by offering trade-in options, expanding premium casual wear for kids, and exploring "mini-me" outfits for parents and kids to coordinate.



"The pandemic created some challenges and changes in the children's clothing industry. Parents are reconsidering how many clothes kids need, indicating the importance for alternate options, such as trade-in programs. And when they do shop, more parents are doing so online, not just for convenience but for safety."

- Alexis DeSalva Kahler,
Senior Retail and
eCommerce Analyst

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