Clothing Retailing - UK - 2021

Report Price: £2195 | $2995 | €2600

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

This report looks at the following areas:

- **The impact of COVID-19 and the second national lockdown on the clothing market.**
- **How consumers' clothes shopping behaviours and attitudes have changed since COVID-19.**
- **Where people have bought clothes in the last 12 months in-store and online.**
- **How consumers have reacted to the reopening of fashion stores following the lockdown.**

The clothing industry has made a steady recovery in the aftermath of the COVID-19 pandemic, and the subsequent store closures. Consumer confidence is starting to make a return, but the way consumers are shopping has changed significantly over the last 18 months. Retailers have continued to adapt to the increasing online demand, such as Marks and Spencer offering limited same-day delivery, and Next further expanding their online Total platform. There is also an increasing surge in re-wearing, recycling, and renting clothing in a bid to move away from fast fashion, with retailers increasingly highlighting their sustainability initiatives in response to consumer demand for more transparency within supply chains and a call for more sustainable practises.

The COVID-19 pandemic has highlighted to consumers what kind of purchases they can forgo – fashion purchases became more needs- rather than want-driven. Sustainability is an important part of the mix, and there is an acceleration in resale and upcycling, with 39% of consumers saying they would like to see clothing retailers provide better quality items, and 34% of consumers are wearing older items in their wardrobe than they were prior to the pandemic. The COVID-19 pandemic has widened the gap between the best and the poor-performing retailers. While this serves as a threat to those who can't keep up, it is also an opportunity for the big players to pick up these brands and grow their market share, such as boohoo with Debenhams, or Asos with Topshop.

"The clothing market remains under pressure, but it is starting to see a gradual recovery in 2021 as pent-up demand by consumers looking to update their wardrobes for socialising, events and going back to the office drives growth."
– Tamara Sender Ceron, Senior Fashion Analyst

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Supply chain problems, increasing costs and warehouse labour and driver shortages are among the new challenges facing retailers; value retailers and those who run on low margins are most vulnerable, but this new crisis brought on by the aftermath of COVID-19 and Brexit, is also affecting the big online players; Asos have warned their profits for the 2021 financial year will be lower as a result, and while Next has seen a strong 2021 performance, they also warned that any increase in sales will be outweighed by increasing costs.

There has been a rise in hybrid shopping – consumers increasingly buying across multiple platforms - and ecommerce is continuously evolving. Three fifths of Baby Boomers visit stores less to try on clothes compared to before the pandemic, compared with over half of Generation X. There is an opportunity here for brands to attract the older generations back into stores; consumers value safety and security even after lockdown measures are long gone. Brands such as Uniqlo and Zara have already implemented self-checkouts, reducing face-to-face contact in-store, and Amazon continues to apply Just Walk Out payment to its physical spaces. Zara, too, has its Store Mode within the Zara app, by which users can shop an individual stores' inventory, smoothing out the click and collect service. The emphasis on retailers to become omnichannel is ever present in order for them to reach out to and provide for customers no matter where they are or how they choose to shop.

What's included

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

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