



Underwear - UK - 2022

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This report looks at the following areas:

- The impact of COVID-19 on the underwear, nightwear and loungewear market.
- Shifts in types of products purchased and preferred channels and retailers.
- What has driven purchasing over the last year.
- Growing importance of sustainability in the underwear category.
- Rising demand for more inclusive products and advertising campaigns.

In 2022, consumer spending on underwear, nightwear and loungewear will continue to grow, rising by 6.5% to £4.8 billion, but it will be impacted by the 'cost of living squeeze' as people are faced with rises in energy prices and inflationary pressures.

The shift towards working from home as a result of ongoing uncertainty around new COVID-19 variants will continue to buoy the nightwear and loungewear categories. The trend for comfort will endure, leading to demand for more casual and hybrid styles of clothing that incorporate elements of loungewear.

In 2022, consumer spending on underwear, nightwear and loungewear will be impacted by the 'cost of living squeeze' as people are faced with rises in energy prices and inflationary pressures. Furthermore, some spend will be reallocated to other fashion categories as people go out more and revert to buying more occasionwear.

Growth in the sector will be driven by retailers and brands expanding their collections to include more inclusive products in a wider range of sizes and skin tones, as well as new, more sustainable options. Brands that want to appeal to young Gen Z and Millennial consumers will need to show that they are prioritising inclusivity both in their product ranges and campaigns, as well as being more transparent about sustainability.



"While consumer spending on underwear, nightwear and loungewear will be impacted by the 'cost of living squeeze' and as people reallocate spend to other fashion categories, it will continue to benefit from demand for comfortable items as the shift towards flexible working endures."

– Tamara Sender Ceron,
Senior Fashion Analyst,
January 2022

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