

Men's & Women's Clothing - US - 2022

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This report looks at the following areas:

- The impact of inflation, supply chain issues and COVID-19 on consumers' willingness to spend on new clothing
- Consumers' affinity for clothes shopping
- How often, when and why consumers buy clothing
- Where consumers are shopping for clothes and what items they are buying
- How retailers are using technology to improve the clothes shopping process, in-store and online
- The emerging shifts in consumer behaviors and attitudes about apparel and ensuing market opportunities for brands

The men's and women's clothing market is expected to experience another admirable sales bump in 2022 as it continues on its path toward stabilization following massive disruption from the pandemic in 2020 and early 2021. A majority of consumers have very positive attitudes about clothes shopping – 68% like or love it – indicating they see value in the emotional benefits that clothing purchases can provide. They also continue to prioritize the activewear components of their wardrobes – 66% would live in activewear if they could, showing this sector's longevity.

Inflation, which is at a record high and artificially driving up clothing sales, is the biggest threat to the apparel industry at the time of writing. This will cause consumers to restrict their clothing purchases mainly to the necessities, which they're now starting to do. It will also impact where consumers shop and what they buy. Value-oriented merchants will be favored.

Besides inflation, fashion retailers and brands that are not prioritizing sustainability will face significant threats in the future. Consumers expect brands to be driving change in this area, and they will support or abandon brands accordingly.



"The men's and women's clothing market continues to show resiliency amid constant retraction and expansion as it responds to a surplus of outside factors. For the foreseeable future, the biggest threatening headwind is inflation, which is pulling the market toward another period of retraction."

– **Diana Smith, Associate Director – Retail & eCommerce**

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One of the biggest opportunities for fashion is the continuous innovation that's elevating the multichannel shopping experience, one that will eventually include the metaverse as a common place for customer and brand interaction. Retailers should lean into new ways to bring the benefits of in-person shopping to the digital channel (livestream shopping, personal consultations, digital sizing tools) while continuing to modernize the store with digitization as well.

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