

Childrenswear - UK - 2023

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- The effect of the cost of living crisis on shopping behaviour for childrenswear.
- The main buyers of childrenswear and what ages they purchase for.
- How and where consumers have bought childrenswear in the last 12 months.
- Priorities and behaviours when shopping for schoolwear and non-schoolwear.

When considering cost-saving options, mothers of children under 16 are more inclined to sell used items – 45% have indicated they would do so to save money, compared to 23% of fathers with children under 16. Second-hand platforms have the opportunity to tailor to these consumers, and such efforts will also help close the gap between intent and sustainable shopping behaviours.

Consumer confidence is at an all-time low, as the cost of living continues to squeeze consumer spending. Over a fifth of consumers will choose to buy from cheaper retailers for childrenswear, which is in line with the wider clothing industry, and nearly a third will buy from cheaper ranges from their usual retailer.

With 23% of childrenswear buyers showing interest in sustainable ranges, this gives retailers the opportunity to further highlight this among their products and show what they are doing to be sustainable in their childrenswear. Paying attention to gender-neutral clothing trends and recognising the growing importance of sustainability will allow retailers to cater to demand. This also gives scope to grow the second-hand and rental markets, if retailers focus on the sustainability side of these platforms. Currently, 54% of consumers are interested in second-hand childrenswear.

The increased shopping from supermarkets and clothing retailers is making the market increasingly fragmented, with independents losing share to the bigger



“Childrenswear continues to be resilient to wider economic pressures, due to its essential nature and parents prioritising buying for their children over themselves. The landscape of childrenswear is shifting, with more space being given to boyswear, and a call for gender-neutral ranges across all age groups.”

– **Fiona McDonald, Retail Analyst, November 2022**

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players. Many clothing retailers are expanding their childrenswear ranges, and with consumers valuing price the most when it comes to children's clothing, smaller brands risk being undercut.

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