

Women's Clothing - US - 2023

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This report looks at the following areas:

- The impact of inflation on the women's clothing market
- Most important clothing attributes
- Reasons women have purchased clothing in the past year
- Where women are shopping for clothes including not only retailers, but method (in-store, online)
- The role of sustainability in the clothing path to purchase
- Areas of opportunity for retailers and brands

More than half (55%) of women are not buying clothing as frequently and reducing impulse purchases (52%) as they grapple with inflation. Those who are pulling back on clothing are doing so namely because they are saving money overall or they have had to prioritize essential expenditures instead. This is not the case for all women of course, as those with higher incomes and more secure financial situations feel differently – and are more open to continuing to allow for some indulgent purchases that include new clothing items. Still, inflation has been the biggest threat to the women's clothing market as of late. The good news is that it is improving, which should lead to an increased willingness among women to reinstate clothing expenditures.

Despite inflation and other macroeconomic concerns, the women's clothing market is slated to see a sales boost in 2023 and thereafter, albeit at a more moderate rate as the industry finally stabilizes after the disruption the pandemic caused.

Sustainability continues to be a huge topic in fashion, and one that brings a myriad of opportunities for retailers. Women are factoring brands' sustainability initiatives into their purchase process, thus they are paying attention and are eager to learn, affording companies the chance to lead change through education and empowerment. As consumers seek value and eco-friendly options, the circular economy is booming, giving retailers a new way to



"The women's clothing market is still growing despite the current inflationary environment; however, its full potential is being stifled as women shift shopping behaviors to adjust to rising costs. Female shoppers remain focused on finding the right fit and want retailers to help them with this."

- Diana Smith, Associate Director – Retail & eCommerce

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facilitate the exchange of preowned clothing options between customers and protect the environment at the same time.



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