

Youth Fashion - UK - December 2010

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What is this report about?

Young people aged 16-24 have to a large extent driven sales of clothes during the last few years, as they have continued to spend throughout tough economic times. Clothes and shoes are ranked as a top expenditure priority for those aged 18 and under and fashion is so important to this age group that they have increased their spending on clothes during the recession.

This report uses consumer research to examine the clothes and styles typically worn by young people in the UK. It examines where they shop and their attitudes towards buying clothes and fashion.

What have we found out?

- The 16-24s clothing market has seen solid growth despite the recession and has grown 17% between 2005 and 2010, outperforming the overall clothing market, which has only increased by 9%.
- Clothes and shoes are ranked as the most important items of expenditure for young people aged 16-18, with more than one in five of this age group ranking it as their first priority.
- More than one in five (21%) young people spent more on clothes during the recession in 2009 than they usually would, peaking among younger women aged 16-19.
- Older youths, however, were more likely to have cut back during the recession, with more than four in ten (44%) 20-24s spending less on clothes in 2009 than they usually would.
- The majority (58%) of 16-24s shop at Primark, although New Look is more popular among young women.
- Younger consumers aged up to 20, particularly under 17s (61%), like to go shopping for clothes with their friends as it is more sociable.

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