Fashion Online - UK - August 2014

Report Price: £1750.00 | $2834.04 | €2223.04

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"One of the main barriers to shopping online for clothes is fit and it is still a category where consumers like to try on and see items in person. However, trust in a retailer where they already shop and previous experience of their clothes sizes makes it easier for them to migrate online."
– Tamara Sender, Senior Clothing Analyst

This report looks at the following areas:

- What is driving growth in online fashion?
- Which retailers stand out as the winners in the online fashion sector?
- What are retailers doing to get round the main barriers to buying clothes online?
- What would encourage more people to shop online from a particular retailer?

There is a growing appetite for buying fashion online as consumers of a broader age range become more accustomed to shopping online. Three in ten consumers say that shopping online is so convenient that they rarely visit stores anymore, while over two fifths have ordered clothes online and picked up in store.

Mintel estimates that online sales of clothing and footwear will increase in 2014 as the overall sector has continued to see robust growth. Increased participation in shopping via smartphones and tablets has helped to bolster the market as consumers want to shop for clothes anytime and anywhere.

The growth rate in online fashion sales has, however, slowed and we expect a gradual slowing of the dramatic increases we have seen over the last few years as a natural consequence of a maturing market.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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