

Womenswear - UK - May 2016

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“Growth in the market has slowed as women have become accustomed to purchasing clothing on sale. The market remains resilient, yet retailers should be looking beyond promotions to drive sales. Combining retail with leisure enables retailers to tap into this growing area of spend, while digital innovations can balance a varied shopping experience with the convenience that women seek.”

– Alice Goody, Retail Analyst

This report looks at the following areas:

- How can retailers get past the discount culture in womenswear?
- How can the in-store shopping experience be improved?
- What are the opportunities in the over-55s market?

Growth has slowed as women have become accustomed to purchasing clothing on sale, with unseasonably warm autumn/winter weather resulting in further discounting to shift stock. Consumer prices of clothing fluctuated throughout 2015, falling into deflation in several months of the year.

Noting the issue of widespread discounting in the womenswear market, this Report considers how retailers can move away from this, by providing an insight into the shopping preferences of women.

As women prefer to spend their extra money on leisure activities over clothing, there is an opportunity for fashion retailers to introduce new dining and entertainment experiences to make their stores destinations to spend time in.

Faced with declining 16-24s, catering for over-55s is identified as an opportunity for retailers. These women are projected to be the fastest-growing demographic and their preference for style and quality over low prices bodes well for the value of the market, particularly as real incomes are beginning to rise.

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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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Table of Contents

Overview

- What you need to know
- Products covered in this Report
- Includes
- Excludes

Executive Summary

The market

Womenswear grows 3.7% in 2015

Figure 1: Best- and worst-case forecast of UK sales of women's outerwear (incl. VAT), 2010-20

Rising number of over-55s presents an opportunity

Growing obesity links with sizing issues

Companies, brands and innovations

M&S and Primark stand out as strong brands

Figure 2: Attitudes towards and usage of selected brands, January 2016, November and August 2015

Advertising spend declines as retailers shift to digital

Jigsaw's campaigns challenge the norms of fashion advertising

The consumer

Going out is prioritised in women's spending

Figure 3: Women's spending priorities, February 2016

Primark leads, M&S gains over-55 shoppers

Figure 4: Retailers from which women bought clothes for themselves, in-store and online, December 2015

Athleisure trend drives sportswear purchasing

Figure 5: Types of clothes women have purchased for themselves in the last 12 months, December 2015

Style and quality prevail for mature shoppers, the young prioritise low prices

Figure 6: Most important factors when choosing one retailer over another when shopping for clothes, December 2015

Women want more stylish clothes for their age

Figure 7: What women would like to see improved when shopping for clothes in-store, December 2015

Women demand improved returns and delivery options

Figure 8: What women would like to see improved when shopping for clothes online, December 2015

Technology to help overcome sizing issues has strong appeal

Figure 9: Innovations women are most interested in when buying clothes in-store or online, December 2015

What we think

Issues and Insights

How can retailers get past the discount culture in womenswear?

The facts

The implications

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How can the in-store shopping experience be improved?

The facts

The implications

What are the opportunities in the over-55s market?

The facts

The implications

The Market – What You Need to Know

Womenswear grows 3.7% in 2015

Decline in 16-24s may impact growth

Rising number of over-55s presents an opportunity

Consumer sentiment improves, but there remains a degree of caution

Going out is prioritised in women's spending

Market Size and Forecast

Womenswear grows 3.7% in 2015

Figure 10: Best- and worst-case forecast of UK sales of women's outerwear (incl. VAT), 2010-20

Sales to grow by 17.4% between 2015 and 2020

Figure 11: UK sales of women's outerwear, at current prices, 2010-20

Forecast methodology

Market Drivers

Declining youth population could impact the sector

Rising number of over-55s, who are less price-driven

Clothing consumer prices decline in 2015

Figure 12: Consumer price indices (CPI) of clothing, March 2015-February 2016

Growing obesity links with sizing issues

Figure 13: Proportion of overweight and obese female population, 2009-14

Consumer sentiment improves, high earners prosper

Going out is prioritised in women's spending

Smartphone ownership rises among 25-44s

Figure 14: Ownership of smartphones, laptop computers and tablet computers – Females, by age, December 2015

Key Players – What You Need to Know

M&S cuts back advertising spend and invests in customer experience

Very is the most innovative brand

Jigsaw's and Hobbs' campaigns challenge the norms of fashion advertising

Finery: New contemporary womenswear label to watch

Luxury brands move towards more instant access

Launch Activity and Innovations

M&S' digital stylist experimentation pays off

Unisex clothing becomes more mainstream

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Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 15: Zara's Ungendered sub-section online within the TRF collection, April 2016

Finery: New contemporary womenswear label to watch

M&S reaches out to younger shopper with Archive collection

Figure 16: Pieces from the Archive by Alexa collection for Marks & Spencer, Spring/Summer 2016

ASOS A-list loyalty programme

Fashion for larger sizes

Luxury brands move towards more instant access

Advertising and Marketing Activity

Advertising spend declines 4.6%

Figure 17: Recorded above-the-line, online display and direct mail total advertising expenditure on womenswear, 2012-15

M&S cuts back above-the-line advertising spend

Figure 18: Recorded above-the-line, online display and direct mail total advertising expenditure on womenswear, by advertiser, 2012-15

Campaign highlights

Jigsaw's and Hobbs' campaigns challenge the norms of fashion advertising

Figure 19: Images from Hobbs' 'Make an Understatement' campaign, Spring/Summer 2016

Advertising that appeals to the over-50s

Press advertising prevails

Figure 20: Recorded above-the-line, online display and direct mail total advertising expenditure on womenswear, by media type, 2015

Figure 21: Recorded above-the-line, online display and direct mail total advertising expenditure on womenswear, by media type, 2012-15

Nielsen Ad Intel coverage

Space Allocation Summary

Figure 22: Estimated space allocation of leading specialist and non-specialist clothing retailers, by womenswear, menswear and childrenswear, October 2015

Detailed category space allocation

Figure 23: Broad range clothing retailers, detailed space allocations for womenswear, October 2015

Figure 24: Broad range clothing retailers, detailed space allocations for womenswear, October 2015

Estimated sales breakdown

Figure 25: Leading clothing retailers, estimated clothing product mix, 2014/15

Figure 26: Leading food retailers, estimated clothing product mix, 2014/15

Sales densities

Figure 27: Leading clothing retailers, estimated sales density, by product, 2014/15

Figure 28: Leading food retailers, estimated clothing sales density, by product, 2014/15

Market shares by product

Figure 29: Leading clothing retailers, share of product markets, 2014/15

Brand Research

What you need to know

Brand map

Figure 30: Attitudes towards and usage of selected brands, January 2016, November and August 2015

Key brand metrics

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Womenswear - UK - May 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 31: Key metrics for selected brands, January 2016, November and August 2015

Brand attitudes: Jigsaw is worth paying more for

Figure 32: Attitudes, by brand, January 2016, November and August 2015

Brand personality: F&F suffers tired and boring associations

Figure 33: Brand personality – Macro image, January 2016, November and August 2015

ASOS enjoys trendsetting image

Figure 34: Brand personality – Micro image, January 2016, November and August 2015

Brand analysis

Mid-market retailers: M&S, Debenhams and Next

Fashion retailers: H&M, Topshop, Jigsaw and New Look

Online-only retailers: ASOS and Very

Supermarket and value-led brands: Primark, George at Asda and F&F at Tesco

The Consumer – What You Need to Know

Young women drive fashion spend

Primark remains the leading player

Amazon's delivery and return options put it in a strong position

Athleisure trend drives sportswear purchasing

Style and quality prevail for mature shoppers, the young prioritise low prices

Women want more stylish clothes for their age

Smart fitting rooms are a key opportunity for young fashion retailers

Women's Spending Priorities

Going out is prioritised in women's spending

Figure 35: What extra money is spent on, February 2016

Young women drive fashion spend

Figure 36: Spending habits for clothing, footwear and accessories, February 2016

Unseasonal autumn weather affects clothing spend

Where Do Women Buy Clothes?

Primark remains the leading player

Figure 37: Retailers from which women bought clothes for themselves, in-store and online, December 2015

M&S gains over-55 shoppers

Figure 38: Women who have bought clothing for themselves in the last 12 months from Primark, Marks & Spencer, New Look, Next and George at Asda, in-store or online, by age, December 2015

Two thirds buy clothing online

Amazon ramps up fashion offer

Supermarkets drive online clothing sales

Repertoire analysis

Figure 39: Repertoire of retailers from which clothes are bought in-store and online, December 2015

What Type of Clothes Do Women Buy?

Athleisure trend drives sportswear purchasing

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Figure 40: Types of clothes women have purchased for themselves in the last 12 months, December 2015

What are the young buying?

Figure 41: Spring/Summer 2016 denim trends: Topshop 'mom' style jeans and Zara dungarees

Figure 42: Types of clothes women have purchased for themselves in the last 12 months, by age, December 2015

Repertoire analysis

Figure 43: Repertoire of type of clothes women bought in-store and online, December 2015

Most Important Factors When Buying Clothes

Style and quality prevail for mature shoppers

Figure 44: Most important factors when choosing one retailer over another when shopping for clothes, December 2015

Young shoppers prioritise low prices

Figure 45: Most important factors when choosing one retailer over another when shopping for clothes, by age, December 2015

Sustainable clothing must still meet style and price aspirations

Creating an engaging story to make ethical sourcing a greater priority

What Women Would Like to See Improved In-store

Women want more stylish clothes for their age

Figure 46: What women would like to see improved when shopping for clothes in-store, December 2015

Queuing at the till is the biggest issue for young women

Figure 47: What women would like to see improved when shopping for clothes in-store, by age, December 2015

Inconsistency of sizing remains a problem

What Women Would Like to See Improved Online

Returns process has room for improvement

Figure 48: What women would like to see improved when shopping for clothes online, December 2015

Urban dwellers demand more delivery options

Figure 49: What women would like to see improved when shopping for clothes online, by age, December 2015

Young women drive the need for smartphone and tablet-friendly websites

Interest in Innovations

Technology to help overcome sizing issues has strong appeal

Figure 50: Innovations women are most interested in when buying clothes in-store or online, December 2015

Smart fitting rooms are a key opportunity for young fashion retailers

Figure 51: Oak Labs' smart fitting room technology, 2015

Varied experiences make stores a destination

CHAID Analysis

Methodology

Sizing technology appeals to female 16-44s

Figure 52: Interest towards online sizing technology – CHAID – Tree output, December 2015

Figure 53: Interest towards online sizing technology – CHAID – Table output, December 2015

Appendix – Data Sources, Abbreviations and Supporting Information

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Abbreviations

Consumer research methodology

Figure 54: Interest towards online sizing technology – CHAID – Table output, December 2015

Appendix – Market Size and Forecast

Forecast methodology

Figure 55: Best- and worst-case forecast of UK sales of women's outerwear, 2015-20

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