Womenswear - UK - May 2016

Report Price: £1750.00 | $2834.04 | €2223.04

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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.

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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