

Womenswear - UK - May 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“The womenswear market has slowed considerably in the past year and trading conditions are set to become even more challenging, as retailers are forced to pass on rising cost prices to consumers. Consistent sizes and better-fitting garments have been identified as the improvements women would most like to see at the retailers they usually shop with.”

– Alice Goody, Retail Analyst

This report looks at the following areas:

- **Tough times for the leading specialists**
- **The big issue: sizing and fit**
- **Reducing the youth bias in the womenswear market**

The womenswear market has slowed considerably as young women spend less on fashion, while high levels of promotional activity undermine trust in full prices.

The first quarter of 2017 has seen a rise in the price of women's garments. Although inflation could boost the value of the market, volume sales are likely to be hit in the light of the squeeze on incomes.

The specialists are faced with a particularly unfavourable combination of rising cost prices, slowing spend on clothing, as well as strong competition from the online-only retailers and supermarkets.

The research finds there has been an increase in women aged 46-54 regularly buying clothing over the past year. To tap into their rising spend on fashion, retailers should be prioritising size and fit, higher-quality garments, as well as campaigns that use representative models.

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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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Reducing the youth bias in the womenswear market

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The implications

The Market – What You Need to Know

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Decline in 45-54s and 16-24s

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Tapping into the 'leisure pound'

Lack of storage space prevents purchases

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