Women's Clothing - US - August 2019

Report Price: £3254.83 | $4395.00 | €3662.99

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

"Most women are buying clothes and many do so frequently. With numerous options of where and how to shop, retailers are pressured to evaluate their assortments and, just as importantly, the way they engage with shoppers. More diverse and independent women shopping the category means more preferences and behaviors retailers need to consider."

– Alexis DeSalva, Retail & Apparel Analyst

This report looks at the following areas:

In order to remain relevant, retailers and brands need to explore meeting the consumer where they are, using social media to communicate and interact with consumers, and offering flexible purchasing options like rentals or try-before-you-buy to give women more options depending on their situation.

- **40% of women are shopping four or fewer times a year**
- **Alternative purchasing options introduce new competitors into the market**
- **Social media is an emerging shopping destination**

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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