

## Clothing Retailing - UK - October 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“As the clothing market in the UK faces more challenging times with slowing consumer spending, retailers have had to up their game to stand out amid stiffer competition. The best performing retailers are those that don’t stand still – providing consumers with ever greater choice of product, a better shopping experience and a point of difference.”  
– **Tamara Sender Ceron, Senior Fashion Analyst**

This report looks at the following areas:

- Who are the winners and losers in clothing?
- Dealing with the issue of returns
- What are the opportunities for driving sales?

Consumer spending on clothing has slowed, growing by only 0.8% in 2019 to reach £59.3 billion, as clothing sales during the year have been hit by a combination of unpredictable weather, lacklustre retail footfall and an overreliance on discounting. Menswear has driven growth in the UK clothing market for some time, but that trend has reversed with spending on women’s clothing seeing a more significant uplift than on men’s clothing driven by the emergence of new trends such as new jeans styles.

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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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