Clothing Retailing: Inc Impact of COVID-19 - Europe - October 2020

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This report looks at the following areas:

- **The impact of COVID-19 on the clothing retail sector**
- **How behaviours of clothes shoppers have changed since the start of the COVID-19 outbreak**
- **The main channels used to purchase clothes and how this is evolving**
- **How specialists are performing compared to non-specialists**
- **The role of online and the emergence of online-only specialists.**

Specialist retailers continue to lose share of spending in the category due to strong competition from online pureplayers and other non-specialists. However, we continue to see changes in consumer behaviour due to the pandemic, creating opportunities for retailers to establish a stronger online presence to capitalise on the substantial rise in online demand.

"Clothing, footwear and accessories is among the sectors being hit the hardest by the ongoing COVID-19 pandemic across Europe, and we expect the leading five economies to experience drops in retail specialists' sales of between 20% and 32% in 2020."
– Armando Falcao, European Retail Analyst

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Table of Contents

OVERVIEW

- **Products covered in this Report**
- **Key issues covered in this Report**
- **Country and company coverage**
- **Consumer research coverage**
- **Definitions**
- **Retail sector definitions**
- **Consumer spending definitions**
- **Financial definitions**
- **Currencies**
- **Sales tax rates**
  Figure 1: VAT rates around Europe, 2015-20
- **Abbreviations**

EXECUTIVE SUMMARY – EUROPE – THE MARKET

- **Spending on clothing and footwear**
  Figure 2: Europe: Spending on clothing and footwear, including VAT, 2013-19
  Figure 3: Europe: Spending on clothing, including VAT, 2013-19
  Figure 4: Europe: Spending on clothing and footwear as % all consumer spending, 2013-19
  Figure 5: Europe: Spending on clothing and footwear as % all consumer spending, 2019
  Figure 6: Europe: change in clothing and footwear's share of all consumer spending, 2013-19
  Figure 7: Europe Big Five: Forecast change in clothing and footwear's share of all consumer spending, 2019-20
- **Spending per capita**
  Figure 8: Europe: Spending on clothing and footwear per capita, including VAT, 2019
- **Clothing and footwear specialists' sales**
  Figure 9: Europe: clothing and footwear specialists, sales, 2014-19
  Figure 10: Europe Big Five: clothing and footwear specialists, forecast sales, 2020-25
  Figure 11: Europe Big Five: clothing and footwear specialists, forecast sales growth, 2015-25
- **Specialists relative to all spending**
  Figure 12: Europe: Sales by clothing and footwear specialists as % all spending on clothing and footwear, 2019

Figure 13: Europe: Change in specialist clothing and footwear retailers' "share" of all spending on clothing and footwear, 2013 vs. 2019

- **Online**
  Figure 14: Europe: purchasing of clothing, footwear or sports goods online in the last 12 months, 2013-19
  Figure 15: Europe: purchasing of clothing, footwear or sports goods online in the last 12 months, 2019
- **Online sales**
  Figure 16: Europe: Top 5 economies, online sales of clothing and footwear, including VAT, 2019
- **Leading retailers**
- **Our focus on clothing specialists**
- **The importance of online grows with COVID-19**
- **Inditex still comfortably in the lead**
  Figure 17: Europe: Leading clothing specialists, sales, 2015/16-2019/20
  Figure 18: Europe: Leading clothing specialists, outlets, 2015/16-2019/20
  Figure 19: Europe: Leading clothing specialists, sales per outlet, 2015/16-2019/20
- **Market shares**
  Figure 20: Leading clothing specialists, share of all spending on clothing and footwear, 2015/16-2019/20

EXECUTIVE SUMMARY – EUROPE – THE CONSUMER

- **The research**
- **Where people shop**
- **In-store vs online**
  Figure 21: Europe: Channels used for buying clothes in the last 12 months, June 2020
  Figure 22: Europe: Clothing shoppers who have bought online and not in-store, June 2020
- **Leading online pureplayers**
  Figure 23: Europe: All online, Amazon and Zalando shoppers for clothing, June 2020
- **Leading retailers**
  Figure 24: Europe: Top five most shopped at clothing retailers, June 2020
  Figure 25: Europe: Top five most shopped at clothing retailers, June 2020
- **Clothes shopping behaviours relating to COVID-19**

Figure 26: Europe: Changes in behaviour due to the COVID-19 pandemic, June 2020
Figure 27: Europe: Ranking of changes in behaviour due to the COVID-19 pandemic, by country, June 2020

EXECUTIVE SUMMARY – EUROPE – LAUNCH ACTIVITY AND INNOVATION

- **Retailers repurpose factories as part of COVID-19 relief effort**
- **Louis Vuitton makes hand sanitisers**
- **Salvatore Ferragamo manufacture face masks and hand sanitisers**
- **Retailers help consumers shop safely**
- **Gucci launches virtual shopping service in Italy**

  Figure 28: Gucci live shopping service, 2020
- **Face mask innovation**
- **Adidas launches face masks in charity collaboration**

  Figure 29: Adidas face mask, 2020
- **Resale and rental**
- **Vestiaire Collective launches pre-owned deals as part of its Vestiaire Vibes campaign**
- **Zalando launches preowned category**
- **H&M launches Sellpy in Germany**
- **Cos launches resale platforms**

  Figure 30: Cos Resell platform, 2020
- **Sustainability**
- **Monki launches upcycles capsule collection**

  Figure 31: Monki upcycled capsule collection, 2020
- **Popups**
- **Shoeholics opens physical store**

  Figure 32: Shoeaholics pop-up on Oxford Street, 2020
- **Dr Martens revisits its German origins with new pop-up**

  Figure 33: Dr Marten's pop-up at German department store Breuninger, 2020
- **Jérôme Dreyfuss opens pop-up store in Paris**
- **Launches and store openings**
- **Salvatore Ferragamo launches new online boutique**
- **Zalando expands 'Connected retail' to Sweden, Poland and Spain**
- **Primark opens in Poland**
- **Retailers expand offering online**
- **Inditex launches budget brand Lefties online**
- **H&M's Arket to launch on Zalando**

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

THE IMPACT OF COVID-19 ON CLOTHING RETAILING

- **Short, medium and long-term impact on the sector**
  Figure 34: Short, medium and long term impact of COVID-19 on Clothing retailing, October 2020
- **Opportunities and threats**
- **COVID-19 brings online to the forefront**
  Figure 35: Decathlon's 'scan & go' service, 2020
- **Providing a feeling of shopping in-store from home**
  Figure 36: Gucci's personalised virtual shopping, June 2020
- **Athleisure versus formalwear**
- **How COVID-19 will reshape the industry**
- **Sustainability in fashion gains further relevance**
  Figure 37: Zalando announces 'Pre Owned' category, 2020
- **Risk of lower profitability due to discounts and promotions**
- **Discounters strengthen their position in clothing**
  Figure 38: Aldi's new fashion campaign in Germany, 2020
- **The forecast for clothing retailing improving from 2021**
  Figure 39: Europe Big Five: Total specialist clothing retailers' sales and forecast, 2015-25
  Figure 40: Europe Big Five: Total specialist clothing retailers' sales and forecast, by country, 2015-25
- **The impact of COVID-19 on consumer behaviour across Europe**
- **Concern about exposure to COVID-19 steady but showing signs of increasing**
  Figure 41: Europe: Those extremely worried about the risk of being exposed to COVID-19, March-October 2020*
- **Many cutting back on non-essential purchases**
- **Time-limiting store visits places premium on in-store navigation**
- **Many consumers reluctant to use cash**
- **A big switch to online**
  Figure 42: Europe: Changes to shopping behaviour since the start of the COVID-19 outbreak, September/October 2020*
- **Clothing slips down the spending agenda**
  Figure 43: Europe: Net balance* of expected spending on selected items in the next month, September/October 2020**
- **Trying on clothing in-store remains an issue**
  Figure 44: Europe: people who would feel uncomfortable trying on clothing in-store, September/October 2020*
- **People not keen on handling/touching products in-store**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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Figure 45: Europe: people who would feel uncomfortable handling/touching products in-store, September/October 2020*

- **How the crisis is impacting on key consumer segments**
- **Women and older age groups most concerned about the virus**

  Figure 46: Europe: Those extremely worried about the risk of being exposed to COVID-19, by gender and age, September/October 2020*
- **Women and older age groups also trying to limit time in-store**

  Figure 47: Europe: consumers trying to limit the time they spend in-store, by gender and age, September/October 2020*
- **Youngest age groups most likely to be shopping more online**

  Figure 48: Europe: consumers shopping more online, by age and gender, September/October 2020*
- **COVID-19: Market context**
- **UK**
- **France**
- **Germany**
- **Italy**
- **Spain**

FRANCE

- **Overview**
- **Key issues covered in this Report**
- **Areas covered in this Report**
- **Executive summary**
- **The market**
- **The economy**
- **Consumer spending**

  Figure 49: France: Consumer spending on clothing and footwear (incl. VAT), 2015-20 (f)
- **Sector size and forecast**

  Figure 50: France: Specialist clothing retailers, sales (excluding VAT), 2014-20
- **Channels of distribution**

  Figure 51: France: Estimated distribution of spending on clothing and footwear by channel, 2019
- **Companies and brands**
- **Key metrics**
- **Market shares**

Figure 52: France: Leading specialist clothing retailers, sales as % all spending on clothing and footwear, 2019

- **Online**
- **The consumer**
- **How they shop for clothes**

  Figure 53: France: Channels used for buying clothes in the last 12 months, June 2020
- **Where they shop for clothing**

  Figure 54: France: retailers used for buying clothing in the last 12 months, June 2020
- **Clothes shopping behaviours relating to COVID-19**

  Figure 55: France: clothing related behavioural changes during the Covid-19 epidemic, June 2020
- **Issues and insights**
- **Sports retailers look set to gain most from COVID-19**
- **How will online shape the fashion sector in the coming years?**
- **The market – Key takeaways**
- **France's economy faces a contraction of 9% in 2020**
- **Fashion spending is hit hard by COVID-19**
- **Clothing specialists may be one of the worst hit retail sectors by COVID-19**
- **Specialists in decline as online eats into their market share**
- **Consumer spending**
- **The economy**
- **Decline in clothing market looks set to continue**

  Figure 56: France: Consumer spending on clothing and footwear (including VAT), 2015-20
- **Sector size and forecast**
- **Clothing specialists look set to be among the worst hit by COVID-19**

  Figure 57: France: Specialist clothing and footwear retailers, sales (excluding VAT), 2015-20

  Figure 58: France: Specialist clothing and footwear retailers, forecast sales (excluding VAT), 2020-25
- **Inflation**

  Figure 59: France: Consumer prices * of clothing and footwear, Annual % change, 2015-19

  Figure 60: France: Consumer prices * of clothing and footwear, Annual % change, January 2019 –August 2020
- **Channels of distribution**

  Figure 61: France: Estimated distribution of spending on clothing and footwear by channel, 2019

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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- **Companies and brands – Key takeaways**
- **COVID-19 was the final straw for some**
- **Inditex now the largest player after collapse of La Halle**
- **A fragmented market**
- **Online boosted during lockdowns**
- **Amazon leads online but domestic retailers also popular**
- **Leading players**
- **Clear winners emerge**
- **Market leader Inditex bucks the trend**
- **Primark on the rise**
- **Zalando and other online-only players**
- **Old school retailers struggle**
- **La Halle**
- **Kidiliz**
- **Camaïeu**
- **Others**

  Figure 62: France: Leading specialist clothing retailers, sales (excl. VAT), 2015-19

  Figure 63: France: Leading specialist clothing retailers, outlets, 2015-19
- **Sales per outlet**

  Figure 64: France: Leading specialist clothing retailers, sales per outlet, 2015-19
- **Market shares**

  Figure 65: France: Leading specialist clothing retailers, sales as % all spending on clothing and footwear, 2015-19
- **Online**
- **Online activity**

  Figure 66: France: Broadband connections (percentage of households), 2014-19
- **Shopping for clothing online**

  Figure 67: France: Online purchasing, 2015-19
- **Online market size**
- **Leading online players**

  Figure 68: France: Leading retailers' estimated clothing and footwear sales online, 2018-19
- **The consumer – Key takeaways**
- **Online shopping is growing most amongst younger men**
- **Sports retailers take pole position**
- **Kiabi and H&M are the leading specialists**
- **Clothing purchases a low priority for most during COVID-19**
- **How they shop for clothes**
- **Penetration of online is growing most amongst men**

Figure 69: France: Channels used for buying clothes in the last 12 months, June 2020
Figure 70: France: Online shopping for clothes in the last 12 months by gender, June 2020 and June 2019
Figure 71: France: Online shopping for clothes in the last 12 months by age and gender, June 2020
Figure 72: France: Channels used for buying clothes in the last 12 months, June 2020
Figure 73: France: device used for online clothes purchases by age and gender, June 2020

- **Where they shop for clothes**
- **Store-based specialists remain dominant**

Figure 74: France: Stores used to shop for clothing, combined nets, June 2020

- **Clothing specialists**

Figure 75: France: Specialist retailers used for buying clothing in the last 12 months, June 2020

- **Customer profiles**

Figure 76: France: Specialist retailers used for buying clothing in the last 12 months, June 2020

- **Non-specialists**
- **Sports retailers win first prize**
- **Amazon less important than in other markets**
- **One-third buy clothes in supermarkets and hypermarkets**
- **Department stores on the up**

Figure 77: France: Non-Specialist retailers used for buying clothing in the last 12 months, June 2020

- **Clothes shopping behaviours relating to COVID-19**

Figure 78: France: clothing shopping behaviours during the COVID-19 epidemic, June 2020
Figure 79: France: clothing shopping behaviours during the COVID-19 epidemic, by gender, June 2020
Figure 80: France: clothing shopping behaviours during the COVID-19 epidemic amongst women, June 2020

- **Clothes shopping behaviours by retailer used**

Figure 81: France: Selected clothing shopping behaviours during the COVID-19 epidemic by retailer shopped, June 2020

- **Appendix – Research methodology, data sources and abbreviations**
- **Abbreviations**
- **Data sources**

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ITALY

- Overview
- Key issues covered in this Report
- Areas covered in this Report
- Executive summary
- The market
- Consumer spending
  Figure 82: Italy: annual percentage change in consumer spending on clothing and footwear, 2015-20
- Sector size and forecast
  Figure 83: Italy: Specialist clothing retailers' sales (excluding VAT), 2014-20
- Channels of distribution
  Figure 84: Italy: Estimated distribution of spending on clothing and footwear by channel, 2019
- Companies and brands
- Key metrics
- Market shares
  Figure 85: Italy: Leading specialist clothing retailers' sales as % all spending on clothing and footwear, 2019
- Online
- The consumer
- How they shop for clothes
  Figure 86: Italy: Channels used for buying clothes, June 2019 vs June 2020
- Retailers bought from
  Figure 87: Italy: Specialist retailers used for buying clothes in the past 12 months, June 2020
  Figure 88: Italy: Non-specialist retailers used for buying clothes in the past 12 months, June 2020
- Clothes shopping behaviours relating to COVID-19
  Figure 89: Italy: clothing shopping behaviours during the COVID-19 pandemic, June 2020
- Issues and insights
- What lessons can Italian clothing and footwear retailers learn from COVID-19?
- How can clothing specialists prosper when consumer confidence is weak?
- The market – Key takeaways
- Italian economy was weak before COVID-19
- Weak economy hits discretionary spending harder
- Specialists disproportionately affected by impact of COVID-19

- **Specialists set to lose market share in 2020**
- **Consumer spending**
- **The economy**

  Figure 90: Italy: Consumer spending on clothing and footwear (incl. VAT), 2015-20
- **Retailer and consumer confidence**

  Figure 91: Italy: Consumer and retailer confidence levels, September 2019-September 2020
- **Sector size and forecast**
- **Retail sales**

  Figure 92: Italy: Specialist clothing retailers, sales (excl. VAT), 2015-20

  Figure 93: Italy: Specialist clothing retailers, forecast sales (excl. VAT), 2020-25
- **Inflation**

  Figure 94: Italy: Consumer prices* of clothing and footwear, Annual % change, 2015-19

  Figure 95: Italy: Consumer prices of clothing and footwear, Annual % change, January 2019 –August 2020
- **Channels of distribution**
- **Specialists lose out during lockdown**

  Figure 96: Italy: Estimated distribution of spending on clothing and footwear by channel, 2019
- **Companies and brands – Key takeaways**
- **Inditex leads the way**
- **OVS least prepared for online growth**
- **A fragmented market**
- **Online still small in clothing but main players are gearing up**
- **Leading players**
- **Inditex leads the way**
- **OVS slow to develop online**
- **Others**

  Figure 97: Italy: Leading specialist clothing retailers, sales (excl. VAT), 2015-19

  Figure 98: Italy: Leading specialist clothing retailers, outlets, 2015-19
- **Sales per outlet**

  Figure 99: Italy: Leading specialist clothing retailers, sales per outlet, 2015-19
- **Market shares**

  Figure 100: Italy: Leading specialist clothing retailers, sales as % all spending on clothing and footwear, 2015-19
- **Online**

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Report Price: £3195 | $4400 | €3850

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

- **Online activity**
  Figure 101: Italy: Broadband connections (percentage of households), 2015-19
- **Shopping for clothing online**
  Figure 102: Italy: Online purchasing, 2015-19
- **Online market size**
- **Leading online players**
  Figure 103: Italy: Leading retailers' estimated clothing sales online, 2019
- **The consumer – Key takeaways**
- **Most Italians still like to shop in-store**
- **Big jump in online buying among younger men**
- **PCs and laptops still favoured device for online orders**
- **Strength of OVS brand comes from universality of its appeal**
- **Online-only players well-placed to capitalise on migration online**
- **Nearly a quarter of customers are worried about visiting clothing stores**
- **How they shop for clothes**
- **Channels used for buying clothes**
  Figure 104: Italy: Channels used for buying clothes, June 2019 vs June 2020
- **Big jump in online purchasing among men, particularly younger men**
  Figure 105: Italy: Online channel used for buying clothes by gender and age, June 2019 vs June 2020
  Figure 106: Italy: Channels and device used for buying clothes, detailed breakdown, June 2020
  Figure 107: Italy: Channels used for buying clothes, by age group, June 2020
  Figure 108: Italy: Channels and device used for buying clothes, detailed breakdown, by age, June 2020
  Figure 109: Italy: Channels used for buying clothes, by presence of children in the household, June 2020
  Figure 110: Italy: In-store versus online clothes shopping behaviour in the past 12 months, June 2020
- **Where they shop for clothes**
- **Specialists**
  Figure 111: Italy: Specialist retailers used for buying clothes in the past 12 months, June 2020
  Figure 112: Italy: Specialist retailers used for buying clothes in the past 12 months, by gender, June 2020

Figure 113: Italy: Specialist retailers used for buying clothes in the past 12 months, by age, June 2020
Figure 114: Italy: Specialist retailers used for buying clothes in the past 12 months, by channels used for buying clothes, June 2020
Figure 115: Italy: Specialist retailers used for buying clothes in the past 12 months, by specialist retailers used for buying clothes, June 2020

- **Non-specialists**

Figure 116: Italy: Non-specialist retailers used for buying clothes in the past 12 months, June 2020
Figure 117: Italy: Non-specialist retailers used for buying clothes in the past 12 months, by gender, June 2020
Figure 118: Italy: Non-specialist retailers used for buying clothes in the past 12 months, by age, June 2020
Figure 119: Italy: Non-specialist retailers used for buying clothes in the past 12 months, by channels used for buying clothes, June 2020
Figure 120: Italy: Customer profile by clothing specialist and non-specialist shopped at, by age and income, June 2020

- **Clothes shopping behaviours relating to COVID-19**

Figure 121: Italy: clothing shopping behaviours relating to COVID-19, June 2020
Figure 122: Italy: clothing shopping behaviours relating to COVID-19, by age, June 2020
Figure 123: Italy: clothing shopping behaviours relating to COVID-19, by age, June 2020
Figure 124: Italy: clothing shopping behaviours relating to COVID-19, by specialist clothing retailers shopped at, June 2020

- **Appendix – Data sources, Aabbreviations and supporting information**
- **Abbreviations**
- **Data sources**

SPAIN

- **Overview**
- **Key issues covered in this Report**
- **Areas covered in this Report**
- **Executive summary**
- **The market**
- **The economy**
- **Consumer spending**

Figure 125: Spain: Consumer spending on clothing and footwear (incl. VAT), 2015-20
- **Sector size and forecast**
- **Channels of distribution**
Figure 126: Spain: Estimated distribution of spending on clothing and footwear by channel, 2019
- **Companies and brands**
- **Key metrics**
- **Market shares**
Figure 127: Spain: Leading specialist clothing retailers, sales as % all spending on clothing and footwear, 2019
- **Online**
- **The consumer**
- **How they shop for clothing**
Figure 128: Spain: Channels used for buying clothes in the last 12 months, June 2020
- **Where they shop for clothing**
Figure 129: Spain: retailers used for buying clothing in the last 12 months, June 2020
- **Clothes shopping behaviours relating to COVID-19**
Figure 130: Spain: clothing shopping behaviour during the COVID-19 epidemic, June 2020
- **Issues and insights**
- **The impact of COVID-19 on Spanish clothing retail**
- **Value will be increasingly relevant**
- **Clothing needs are changing**
- **Digital is imperative**
- **Sustainability in fashion could be a by-product of the pandemic**
- **The market – Key takeaways**
- **The hit to Spain's economy from COVID-19 is the worst of the Eurozone**
- **Fashion spending will be hit hard by COVID-19**
- **Online will not offset lost store-based sales for most specialists**
- **Fashion specialists capture 70% of clothing and footwear spending**
- **Consumer spending**
- **The economy**
- **Steep decline in spending on fashion expected for 2020**
Figure 131: Spain: Consumer spending on clothing and footwear (including VAT), 2015-20
- **Sector size and forecast**

- **Clothing retailers look set to among the worst hit by COVID-19**
  Figure 132: Spain: Specialist clothing retailers, sales (excluding VAT), 2015-20
  Figure 133: Spain: Specialist clothing retailers, forecast sales (excluding VAT), 2020-25
- **Inflation**
  Figure 134: Spain: Consumer prices * of clothing and footwear, Annual % change, 2015-19
  Figure 135: Spain: Consumer prices of clothing and footwear, Annual % change, January 2019 –July 2020
- **Channels of distribution**
  Figure 136: Spain: Estimated distribution of spending on clothing and footwear by channel, 2019
- **Companies and brands – Key takeaways**
- **Inditex's agile business model helps it retain its leading position**
- **Inditex and foreign retailers are growing fastest as market consolidates**
- **Leading retailers are well established online and investing in its growth**
- **Leading players**
- **Inditex's business model helps it maintain its lead**
- **UK's Primark continues to thrive despite no online presence**
- **Winners and losers in 2019**
  Figure 137: Spain: Leading specialist clothing retailers, sales (excl. VAT), 2016-19
  Figure 138: Spain: Leading specialist clothing retailers, outlets, 2016-19
  Figure 139: Spain: Leading specialist clothing retailers, sales per outlet, 2016-19
- **Market shares**
  Figure 140: Spain: Leading specialist clothing retailers, sales as % all spending on clothing and footwear, 2016-19
- **Online**
- **Internet usage**
  Figure 141: Spain: Broadband connections (percentage of households), 2014-19
- **Online market size**
- **Leading online players**
  Figure 142: Spain: Leading retailers' estimated clothing and footwear sales online, 2016-19
- **The consumer – Key takeaways**

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- **Online gaining momentum**
- **M-commerce important for younger shoppers**
- **Store-based specialists and sports stores most popular shopping destination**
- **Primark's popularity suggests shift towards budget-priced clothes**
- **Amazon now the most popular non-specialist clothing destination**
- **Fashion buyers prioritise essential items over clothing since COVID-19**
- **How they shop for clothes**
- **Online gaining share**
  Figure 143: Spain: Channels used for buying clothes in the last 12 months, June 2020
- **Men accelerate shift to buying fashion online**
  Figure 144: Spain: Online shopping for clothes in the last 12 months by age and gender, June 2020
- **Purchasing on a laptop/desktop most popular, but younger buyers like m-commerce**
  Figure 145: Spain: Channels and device used for buying clothes in the last 12 months, June 2020
- **Where they shop for clothes**
- **Store-based specialists the most popular destination, but buyers migrating online**
  Figure 146: Spain: Stores used to shop for clothing, combined nets, June 2020
- **Clothing specialists**
  Figure 147: Spain: Specialist retailers used for buying clothing in the last 12 months, June 2020
- **Customer profiles**
  Figure 148: Spain: Specialist retailers used for buying clothing in the last 12 months, June 2020
- **Non-specialists**
- **Usage of Amazon skyrockets on back of boosted fashion appeal**
- **Sports good retailers well positioned to capitalise on growing popularity of athleisure**
- **El Corte Inglés turbocharges online order fulfilment proposition**
  Figure 149: Spain: Non-Specialist retailers used for buying clothing in the last 12 months, June 2020
- **Clothes shopping behaviours relating to COVID-19**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Figure 150: Spain: clothing shopping behaviour during the COVID-19 epidemic, June 2020
Figure 151: Spain: clothing shopping behaviour during the COVID-19 epidemic, by gender, June 2020
Figure 152: Spain: clothing shopping behaviour during the COVID-19 epidemic amongst women, by age, June 2020

- **Clothes shopping behaviours by retailer used**

Figure 153: Spain: Selected clothing shopping behaviours during the COVID-19 epidemic by retailer shopped, June 2020

- **Appendix – Data sources, abbreviations and supporting information**
- **Abbreviations**
- **Data sources**

UK

- **Overview**
- **Key issues covered in this Report**
- **COVID-19: market context**
- **Economic and other assumptions**
- **Products covered in this Report**
- **Executive Summary**
- **Impact of COVID-19 on clothing category**

Figure 154: Short, medium and long-term impact of COVID-19 on clothing, 3 November 2020

- **The market**
- **Appetite for clothing declines dramatically**

Figure 155: Consumer spending on clothing and accessories, 2015-25 (prepared on 5 November 2020)*

- **Specialists see deepest declines**

Figure 156: Retail sales through specialist clothing retailers, 2015-25 (prepared on 3 November 2020)

- **Online clothing sales jump in 2020**

Figure 157: Online sales of clothing and accessories, 2015-20

- **Companies and brands**
- **Next remains leading specialist**

Figure 158: Leading specialist retailers: compound annual growth in revenues, 2015-19

- **M&S loses trust, while Next and Primark seen as innovative**

Figure 159: Attitudes towards and usage of selected clothing brands, February-September 2020

- **Adspend revives following lockdown slump**
- **The consumer**

What's included

- Executive Summary
- Full Report PDF
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- **People feel uncomfortable trying on clothes in-store**
  Figure 160: Changing priorities since COVID-19, 10-17 September 2020
- **Surge in sportswear purchasing**
  Figure 161: Outerwear items purchased in the last three months, June 2019-September 2020
- **Consumers more likely to have bought online than in-store**
  Figure 162: How consumers have bought clothes for themselves in the last 12 months, August 2020
- **Amazon competes for lead with M&S**
  Figure 163: Retailers used to purchase clothing in the last 12 months, net of retailers used to purchase in-store and/or online, August 2020
- **Buying new clothes becomes less of a priority**
  Figure 164: Changes in clothes shopping behaviour since COVID-19, August 2020
- **Value for money dominates**
  Figure 165: Most important factors when choosing which clothes to buy, August 2020
- **Young prefer to buy from brands that promote diversity**
  Figure 166: Clothes shopping behaviour, August 2020
- **Adapting stores in a time of COVID**
  Figure 167: Clothes shopping behaviour in-store once clothes stores have reopened following COVID-19 lockdown, August 2020
- **Issues and Insights**
- **Impact of COVID-19 on the clothing market**
- **Who are the winners and losers in clothing?**
- **Adapting to a new fashion retail reality**
- **The Market – Key Takeaways**
- **Dramatic decline in clothing sales in 2020**
- **Gradual recovery**
- **Specialists see deepest declines**
- **Consumer confidence remains volatile**
- **Market Size and Forecast**
- **COVID-19 leads to a drop in appetite for clothing**
  Figure 168: Short, medium and long-term impact of COVID-19 on clothing, 3 November 2020
- **Lockdown**
- **Re-emergence**
- **Recovery**
- **Dramatic decline in clothing sales in 2020**

Figure 169: Consumer spending on clothing and accessories, 2015-25 (prepared on 5 November 2020)*

Figure 170: Consumer spending on clothing and accessories, at current prices, 2015-25

- **Continued anxiety impacts footfall**
- **Gradual recovery**
- **Market drivers and assumptions**
- **Learnings from the last recession**

Figure 171: Consumer spending on clothing and accessories, 2008-12

- **Forecast methodology**
- **Market Segmentation**
- **Underwear market gains share**

Figure 172: Estimated breakdown of consumer spending on clothing and accessories, 2020

Figure 173: Estimated % breakdown of consumer spending on clothing and accessories, 2018-20

- **Sector Size and Forecast**
- **Specialists see deepest declines**

Figure 174: Retail sales through specialist clothing retailers, 2015-25 (prepared on 3 November 2020)

Figure 175: Retail sales through specialist clothing retailers, at current prices, 2015-25

- **Polarised recovery**
- **Market drivers and assumptions**
- **Clothing sales through specialist clothing retailers**

Figure 176: Sales of clothing and accessories through clothing retailers, 2015-20

Figure 177: Clothing specialists' share of consumer spending on clothing and accessories, 2015-20

- **Channels of Distribution**
- **COVID-19 increases shifts in where people shop for clothing**
- **Specialists hardest-hit sector of COVID-19 pandemic**
- **Department stores also underperforming**
- **Growing sectors**

Figure 178: Estimated distribution of consumer spending on clothing, by type of retailer, 2019

Figure 179: Estimated distribution of consumer spending on clothing, by type of retailer, 2015-19

- **Market Drivers**
- **Clothing falls into deflation**

Figure 180: Consumer price inflation, 2009-19

- **Footwear inflation drops further in September 2020**

Figure 181: Consumer price inflation, August 2019-September 2020
- **Real wage growth falling**
  Figure 182: Real wages growth: wages growth vs inflation, January 2016-August 2020
- **Consumer confidence remains volatile**
  Figure 183: Mintel financial confidence tracker, January 2018-August 2020
- **Consumers saving more**
  Figure 184: Trends in what extra money is spent on, September 2019 and September 2020
- **Rates of obesity high among women**
  Figure 185: Overweight and obesity prevalence in UK population, by gender, 2014-18
- **Increase in young will benefit clothing market**
  Figure 186: Trends in the age structure of the UK population, 2019-29
- **Consumers spending more time online due to COVID-19**
  Figure 187: Online activities done in the last three months on any device, June 2019 and June 2020
- **Online**
- **Online clothing sales grow by 26% in 2020**
  Figure 188: Online sales of clothing and accessories, 2015-20
- **Where they shop online**
  Figure 189: Retailers used to purchase clothing online in the last 12 months, August 2020
- **Companies and Brands – Key Takeaways**
- **Next remains leading specialist but Primark surpasses M&S**
- **Online players benefit from shift online**
- **Face masks present new category for retailer**
- **ASOS stands out as the most trusted pureplay**
- **Leading Specialists**
- **Next remains leading specialist but Primark surpasses M&S**
  Figure 190: Leading specialist retailers: net revenues, 2015-19
- **Clothing specialists show polarised performance over the past five years**
  Figure 191: Leading specialist retailers: compound annual growth in revenues, 2015-19
- **COVID-19 forced struggling retailers to close stores**
  Figure 192: Leading specialist retailers: Outlet numbers, 2015-19
- **Sales per outlet**

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Figure 193: Leading specialist retailers: estimated annual sales per outlet, 2015-19
- **Sales area and sales densities**
  Figure 194: Leading specialist retailers: total sales area, 2015-19
  Figure 195: Leading specialist retailers: estimated annual sales per square metre, 2015-19
- **Operating profit and margins**
  Figure 196: Leading specialist retailers: operating profits, 2015-19
  Figure 197: Leading specialist retailers: operating margins, 2015-19
- **Leading Non-specialists**
- **Sports retailers**
- **Department stores**
- **Supermarkets are major players**
- **Online retailers**
  Figure 198: Leading non-specialists: estimated clothing and footwear revenues, 2015-19
- **Market Shares**
  Figure 199: Leading retailers' estimated share of spending on clothing and footwear, 2015-19
- **Change in market shares**
  Figure 200: Leading clothing retailers, change in share of clothing spending, 2015-19
- **Launch Activity and Innovation**
- **Retailers strengthen ecommerce**
- **Hush reveals new ecommerce website with mobile-first design**
- **Mango launches virtual chatbot**
- **Morrisons launches dedicated website for own clothing brand Nutmeg**
- **Retailers help consumers shop safely**
- **Missguided teams up with InPost UK to offer contact-free click-and-collect service**
- **Phase Eight offers in-store personal styling appointments**
- **ASOS accelerates AR clothes fitting service**
- **Diesel unveils digital showroom Hyperoom**
  Figure 201: Diesel's digital selling platform and showroom, 2020
- **Sustainability**
- **Timberland's first sustainability concept store**

Figure 202: Timberland's sustainability store on Carnaby Street, 2020
- **Selfridges launches Project Earth**

  Figure 203: The Restory at Selfridges, 2020
- **Connolly launches upcycled collection pop-up at Portobello Market**
- **Puma unveils new Dope Dye Technology**

  Figure 204: The Puma X CSM collection, 2020
- **Resale and rental fashion**
- **Liberty enters rental market in collaboration with My Wardrobe HQ**

  Figure 205: My Wardrobe HQ pop-up at Liberty, 2020
- **Selfridges partners with HURR Collective in first designer fashion rental collection**
- **Oxfam opens second-hand shop in Selfridges for #SecondHandSeptember**

  Figure 206: Oxfam pop-up at Selfridges, 2020
- **Pop-ups**
- **Lone Design Club reveals shoppable window**

  Figure 207: Lone Design Club shoppable window, 2020
- **Burberry launches digital and in-store 'Animal Kingdom' pop-ups**

  Figure 208: Burberry's Animal Kingdom collection, 2020
- **Ted Baker teams up with Creative Mentor Network to celebrate store reopening**

  Figure 209: Ted Baker 'Nice To See You, To See You Nice' slogan, 2020
- **Face-covering launches**
- **Burberry to launch luxury face masks costing £90**

  Figure 210: Burberry's face masks, 2020
- **Sainsbury's Tu sells face coverings for adults and children**

  Figure 211: Sainsbury's Tu family pack of face masks, 2020
- **Christopher Kane launches free face mask craft packs**

  Figure 212: Christopher Kane free face masks, 2020
- **Brands launch matching masks for outfits**

  Figure 213: Designer Samantha Cameron's matching dress and face mask for brand Cefinn, 2020
- **Retailers repurpose factories as part of COVID-19 relief effort**
- **Mulberry delivers PPE to hospitals**
- **Reiss repurposes supply chain to produce face masks**
- **Mackintosh uses factory in Nelson to produce nurse uniforms**

- **Primark donates to NHS**
- **M&S providing pyjamas for NHS workers**
- **Kurt Geiger donates shoes to NHS staff and first month of store profits from 15 June**
- **Net-A-Porter helps deliver essentials to those in need**
- **Launches and store openings**
- **Morrisons opens Nutmeg clothing standalone store**
- **Morrisons launches website for Nutmeg**
  Figure 214: Morrisons Nutmeg store, 2020
- **Forever 21 enters UK with online store**
- **Missguided launches lockdown-inspired range**
  Figure 215: Missguided lockdown-inspired range, 2020
- **Advertising and Marketing Activity**
- **Sector advertising spend down 8.5% year-on-year in 2019**
  Figure 216: Total recorded above-the-line advertising expenditure on clothing and accessories, 2015-19
- **Advertising spend back to pre-pandemic level following COVID-19 lockdown slump**
  Figure 217: Total recorded above-the-line advertising expenditure on clothing and accessories, by month, January-July 2019 and 2020
- **Shein is the biggest spender despite spending half of what it did in 2018**
  Figure 218: Total recorded above-the-line, online, display and direct mail total advertising expenditure on clothing and accessories, by leading spenders, 2015-19
- **Outdoor and TV share of advertising spend increasing as dominant digital begins to decline**
  Figure 219: Total recorded above-the-line advertising expenditure percentage on clothing, by media type, total market, 2019
- **2020 campaign highlights**
- **Shein's first out-of-home advertising campaign**
- **Marks & Spencer digitally focused athleisure campaign and first ever denim TV advert**
- **Matalan new brand positioning campaign**
- **Freemans' new website, app and exclusive clothing collection**
- **John Lewis advertises its spring/summer season on TV for the first time ever**
- **Brand Research**
- **Brand map**

Figure 220: Attitudes towards and usage of selected brands, February-September 2020
- **Key brand metrics**
  Figure 221: Key metrics for selected brands, February-September 2020
- **Brand attitudes: ASOS seen as innovative**
  Figure 222: Attitudes, by brand, February-September 2020
- **Supermarket clothing brands seen as accessible**
  Figure 223: Brand personality – Macro image, February-September 2020
- **JD Sports viewed as stylish and responsive**
  Figure 224: Brand personality – Micro image, February-September 2020
- **Brand analysis**
- **M&S loses trust, while Next and Primark seen as innovative**
- **Supermarket clothing brands seen as offering good value**
- **ASOS stands out as the most trusted pureplay**
- **Gap seen as overrated**
- **The Consumer – Key Takeaways**
- **People are spending less on fashion**
- **Younger generations favour buying online, but also visit stores**
- **Amazon competes for lead with M&S**
- **New clothes and fashion trends become less of a priority**
- **Value for money dominates**
- **Impact of COVID-19 on Consumer Behaviour**
- **Over a quarter are worse off since COVID-19…**
  Figure 225: Change in financial situation since COVID-19 outbreak, 25 June-7 August 2020
- **…with women most concerned**
  Figure 226: Fears around the negative impact COVID-19 will have on people's lives, by gender, 18-24 June 2020
- **People are spending less on fashion…**
  Figure 227: Consumer spending habits since COVID-19, 10-17 September 2020
- **…but there has been a notable increase in online purchases**
  Figure 228: People shopping more online since COVID-19, 16 April-17 September 2020
- **People feel uncomfortable trying on clothes in-store**
  Figure 229: Changing priorities since COVID-19, 10-17 September 2020
- **Growing usage of face masks**
  Figure 230: Face masks and scrunchies, September 2020

Figure 231: Agreement with usage of face masks/coverings in different situations, 10-17 September 2020
- **What They Buy**
- **Appetite for fashion falls**
  Figure 232: Fashion items purchased in the last three months, June 2019-September 2020
- **Surge in sportswear purchasing**
  Figure 233: Outerwear items purchased in the last three months, June 2019-September 2020
- **Most consumers only buy one or two items**
  Figure 234: Number of clothing items purchased on most recent shopping trip, June 2019-September 2020
- **Big decline in consumers spending £75 and over**
  Figure 235: Trends in amount spent on clothing, June 2019-September 2020
- **How They Shop**
- **Consumers more likely to have bought online than in-store**
  Figure 236: How consumers have bought clothes for themselves in the last 12 months, August 2020
- **Younger generations favour buying online, but also visit stores**
  Figure 237: How consumers have bought clothes for themselves in the last 12 months, by generation, August 2020
- **Young women continue to shop, while young men cut back**
  Figure 238: People who have bought clothes for themselves in-store and/or online or have not bought clothes in the last 12 months, by gender and age, August 2020
- **Where They Shop**
- **Specialists most popular, but pureplays growing**
  Figure 239: Types of retailers used to purchase clothing in the last 12 months, by channel, August 2020
- **Amazon competes for lead with M&S**
  Figure 240: Retailers used to purchase clothing in the last 12 months, net of retailers used to purchase in-store and/or online, August 2020
- **Primark retains popularity despite lack of online site**
  Figure 241: Retailers used to purchase clothing in the last 12 months, by channel, August 2020
- **People shop at fewer retailers**
  Figure 242: Repertoire of retailers used to purchase clothing in the last 12 months, by channel, August 2020
- **Customer Profiles**
- **Next sees increase in male customer base**

Figure 243: Retailer customer profile, by gender, August 2020
- **ASOS loses youngest shoppers**
  Figure 244: Retailer customer profile, by age, August 2020
  Figure 245: Retailer customer profile, by socio-economic group, August 2020
- **Changes to Clothes Shopping since COVID-19**
- **Buying new clothes becomes less of a priority**
  Figure 246: Changes in clothes shopping behaviour since COVID-19, August 2020
- **Younger Millennials shun trendy fashion**
  Figure 247: Changes in clothes shopping behaviour since COVID-19, by generation, August 2020
- **Baby Boomers worry about visiting stores**
  Figure 248: Changes in clothes shopping behaviour since COVID-19, by generation, August 2020
- **Most Important Factors when Buying Clothes**
- **Value for money dominates**
  Figure 249: Most important factors when choosing which clothes to buy, August 2020
- **Young online shoppers want more inclusive and diverse models**
  Figure 250: Most important factors when choosing which clothes to buy, by how people have bought clothes in the last 12 months, August 2020
- **Clothes Shopping Behaviour**
- **Younger generations cut back the most...**
  Figure 251: Clothes shopping behaviour, August 2020
  Figure 252: Agreement with statement 'Concerns about money in the last 12 months have caused me to cut back on buying clothes', by generation, August 2020
- **...but prefer to buy from brands that support causes and promote diversity**
  Figure 253: Agreement with statements 'I prefer to buy clothes from brands that support important causes than those that don't' and 'I would be put off buying clothes from a retailer that doesn't promote diversity', by generation, August 2020
- **Young buy clothes to look good online**
- **Parents of under-18s buy more clothes on discount**
  Figure 254: Clothing Retailing – CHAID – Tree output, August 2020
- **Methodology**
  Figure 255: Clothing retailing – CHAID – Table output, August 2020

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- **Clothes Shopping In-store at a Time of COVID-19**
- **Comfort with in-store shopping depends on age**
  Figure 256: Clothes shopping behaviour in-store once clothes stores have reopened following COVID-19 lockdown, August 2020
- **Adapting stores in a time of COVID**
  Figure 257: Agreement with statements 'I have visited a clothing store', 'I feel comfortable going shopping for clothes in-store' and 'I think social distancing is being done properly in stores' now that stores have reopened, by age, August 2020
- **Women think it is pointless to visit stores without fitting rooms**
- **Appendix – Data Sources, Abbreviations and Supporting Information**
- **Abbreviations**
- **Consumer research methodology**
- **Appendix – Market/Sector Size and Forecast**
- **Forecast methodology**

ARCADIA

- **What we think**
- **Arcadia closes more stores and plans restructure post-COVID-19...**
- **...Westfield Stratford is to close after lease expires...**
- **...but Topshop on Oxford Street to remain open after £310 million refinancing**
- **Arcadia furloughs 14,500 staff and execs face 50% pay cuts**
- **Snapchat teams up with adidas and Topshop in new ecommerce initiative**
- **Company background**
- **Company performance**
  Figure 258: Arcadia Group: Group financial performance, 2014/15-2018/2019
  Figure 259: Arcadia: Outlet data, 2014/15-2018/19
- **Retail offering**

C&A

- **What we think**
- **New store concept to tempt customers through the door**
- **New concession format to replace no longer sustainable standalone stores**
- **A leader in fashion sustainability**

- **Company background**
- **Company performance**
  Figure 260: C&A: Estimated group sales performance, 2015/16-2019/20
  Figure 261: C&A: Estimated outlet data, 2015/16-2019/20
- **Retail offering**

H&M HENNES & MAURITZ

- **What we think**
- **New hyper-local store concept**
- **Custom-made perfect fit jeans**
- **Online expansion giving more customers more options to access its brands**
- **Livestreaming shopping events**
- **Fashion rental and re-sale point towards an increased focus on sustainability**
- **Company background**
- **Company performance**
  Figure 262: H&M Hennes & Mauritz: Group financial performance, 2014/15-2018/19
  Figure 263: H&M Hennes & Mauritz: Outlet data, 2014/15-2018/19
- **Retail offering**

GRUPO INDITEX

- **What we think**
- **A global business**
- **Upsizing stores**
- **Online a big opportunity for growth**
- **Technology at the heart of the business**
- **Flexible and responsive approach to production helped it cope with COVID**
- **Sustainability is key to future**
- **Where now?**
- **Company background**
- **Company performance**
  Figure 264: Grupo Inditex: Group financial performance, 2015/16-2019/20
  Figure 265: Grupo Inditex: Sales by brand, 2019/20
  Figure 266: Grupo Inditex: Outlet data, 2015/16-2019/20
  Figure 267: Grupo Inditex: Outlet numbers by brand, 2019/20
- **Retail offering**

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MARKS & SPENCER

- What we think
- Clothing delivered with groceries
- Drive-through fashion service
- Online instalment payment option to help spread the cost of buying fashion
- Wider choice of brands to broaden customer appeal
- Shifting focus away from formalwear range to contemporary everyday fashions
- Eradicates alpaca wool from products
- Company background
- Company performance

  Figure 268: Marks & Spencer: Group financial performance, 2015/16-2019/20

  Figure 269: Marks & Spencer: Outlet data, 2015/16-2019/20
- Retail offering

NEXT GROUP

- What we think
- Location of stores has been key
- Greater shift towards online
- Product mix benefited from bias to sports and loungewear
- Growing focus on beauty
- Next ups its ante on underwear
- Where next
- Company background
- Company performance

  Figure 270: Next Group: Group financial performance, 2014/15-2019/20

  Figure 271: Next Group: Outlet data, 2014/15-2019/20
- Retail offering

PRIMARK/PENNEYS

- What we think
- Missing out on online sales costs the brand millions in lost revenue
- A must-visit destination for consumers shopping for clothes in-store
- Cut-price fashion
- New eco-conscious fashion, homeware and beauty collection
- First ever sportswear collaboration
- Company background
- Company performance

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Figure 272: Primark/Penneys: Group financial performance, 2015/16-2019/20

Figure 273: Primark/Penneys: Outlet data, 2015/16-2019/20

- **Retail offering**

RIVER ISLAND

- **What we think**
- **'Buy now, pay later' online option**
- **Needs to do more to get customers back through the door**
- **Commits to being more transparent**
- **Exclusive childrenswear collaboration with TV star and personality Samantha Faiers**
- **Own-brand beauty offering**
- **Company background**
- **Company performance**

Figure 274: River Island Holdings Limited: Group financial performance, 2015-19

Figure 275: River Island Holdings Limited: Outlet data, 2015-19

- **Retail offering**

TJX INTERNATIONAL (TK MAXX EUROPE)

- **What we think**
- **Turbocharging the in-store experience to better compete with online**
- **Discounted brands and designer labels to tempt value-conscious fashionistas**
- **Tapping into the flourishing Russian off-price retail market**
- **A sustainable business model of sorts**
- **Company background**
- **Company performance**

Figure 276: TJX International (TK Maxx Europe): Group financial performance, 2015/16-2019/20

Figure 277: TJX International (TK Maxx Europe): Outlet data, 2015/16-2019/20

- **Retail offering**

ZALANDO

- **What we think**
- **Taking the guesswork out of size and fit**
- **Customers can now tailor their experience by following their favourite brands**
- **Boosting sustainability credentials with eco-friendly offering and second-hand platform**

- **Expanding luxury ranges to meet demand among younger consumers**
- **Company background**
- **Company performance**

  Figure 278: Zalando: Group financial performance, 2015-19

  Figure 279: Zalando: key metrics, 2017-H1 2020
- **Retail offering**

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