Youth Fashion - UK - December 2014

Report Price: £1750.00 | $2834.04 | €2223.04

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"Young fashion retailers are continuing to face a challenging market that has seen increasingly fierce competition as online-only retailers, Amazon and eBay, venture further into the fashion category, grabbing more of young people's share of spending on clothes."
– Tamara Sender, Senior Fashion Analyst

This report looks at the following areas:

- How can retailers drive sales in a challenging youth fashion market?
- What are the most effective ways for brands and retailers to promote themselves to young people?
- How can brands use social media more to engage consumers?

The youth fashion market has continued to see slow growth in 2014, underperforming the total clothing and footwear market as young people remain cautious in their spending.

Young fashion retailers are continuing to face a challenging market that has seen increasingly fierce competition as online-only retailers Amazon and eBay venture further into the fashion category, grabbing more of young people's share of spending on clothes.

While young women have become accustomed to a discounting culture, with half of female 15-24s primarily buying clothes on special offer, the youth fashion market has benefited from strong purchasing by young men who are more inclined than women to buy clothes at full price.

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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