

Youth Fashion - UK - December 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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



“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.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Youth Fashion - UK - December 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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

Table of Contents

Introduction

Definition

Abbreviations

Executive Summary

The market

Figure 1: Best- and worst-case forecast spending on clothing and footwear by consumers aged 15-24, 2009-19

Market drivers

Youth population declines

Figure 2: Projected changes in numbers of 15-24-year-olds in the UK, 2009-19

Young cut back on clothes

Figure 3: Trends in spending behaviour over the last three months, by 16-24s, September 2013 and September 2014

Companies, brands and innovation

Retail competitor analysis

Who's innovating

The consumer

Primark leads

Figure 4: Retailers from where clothing has been purchased in-store or online in the last 12 months, September 2014

Women mainly buy clothes on special offer

Figure 5: Reasons for buying new clothes, September 2014

Friends are the biggest influencer

Figure 6: Factors that influence how people dress, September 2014

Social media sites used for fashion

Figure 7: Social media sites used for interacting with fashion brands, September 2014

Young females use social media for style advice

Figure 8: Reasons for using social media for interacting with fashion brands, September 2014

What we think

Issues and Insights

How can retailers drive sales in a challenging youth fashion market?

The facts

The implications

What are the most effective ways for brands and retailers to promote themselves to young people?

The facts

The implications

How can brands use social media more to engage consumers?

The facts

The implications

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Youth Fashion - UK - December 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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

Trend Applications

- Trend: Why Buy
- Trend: Experience is All
- Trend: Let's Make a Deal

Market Drivers

Key points

A decline in the number of students in higher education

Figure 9: All students at publicly funded higher education institutions (HEIs), by mode and level of study, 2008/09-2012/3

Rising university fees

Youth population declines

Figure 10: Projected changes in numbers of 15-24-year-olds in the UK, 2009-19

Declining youth unemployment

Figure 11: Unemployment rate for 16-24-year-olds, 2009-14

Figure 12: Number of unemployed 16-24-year-olds in the UK, November 2013-July 2014

Smartphone and tablet ownership

Figure 13: Ownership and use of smartphone and tablets, by age group, June 2014

Under-25s' financial situation hasn't improved

Figure 14: How 16-24-year-olds describe their financial situation, September 2013 and September 2014

Figure 15: How 16-24-year-olds feel about the year ahead, September 2013 and September 2014

Clothing remains a priority, but young cut back

Figure 16: Trends in spending behaviour over the last three months, by 16-24s, September 2013 and September 2014

Strengths and Weaknesses

Strengths

Weaknesses

Who's Innovating

Key points

Social media campaigns

Figure 17: Alexander Wang and H&M designer collaboration, October 2014

In-store technology

Collaborations

New brands

Range extensions

Marketing by pureplays

Figure 18: Asos personal stylist ad

Delivery options

Market Size and Forecast

Key points

Youth market grows by only 2.1% in 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: reports@mintel.com

Youth Fashion - UK - December 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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

Figure 19: Best- and worst-case forecast spending on clothing and footwear by consumers aged 15-24, 2009-19

Market boosted by rising sales of menswear

The market will grow by 15% by 2019

Figure 20: Estimated expenditure on clothing and footwear by 15-24s, 2009-19

Factors used in this forecast

Competitive Context

Key points

Youth market underperforms total fashion market

Figure 21: Spend on clothing and footwear by 15-24s and total spend on clothing and footwear, 2009-14

Retail Competitor Analysis

Key points

Top players in the youth fashion market

Figure 22: Turnover of selected players in the youth fashion market, ranked by 2014 revenues, 2011-14

Website visitor numbers

Figure 23: Leading apparel websites used by 15-24s, by unique visitor numbers, November 2014

Space Allocation Summary

Key points

Space allocations: Detailed estimates

Figure 24: Clothing retailers, detailed space allocation estimates, October 2014

Figure 25: Womenswear specialists, detailed space allocation estimates, October 2014

Figure 26: Menswear specialists, detailed space allocation estimates, October 2014

Retail Product Mix

Key points

Estimated sales by product

Figure 27: Leading clothing retailers, estimated sales by product, 2013 est

Estimated sales densities

Figure 28: Leading clothing retailers, estimated sales by product, 2013 est

Market shares by product

Figure 29: Leading clothing retailers, estimated market shares by product, 2013 est

Companies and Products

Topshop/Topman

Company overview

Financials

Figure 30: Key financials of Arcadia Group Limited, 2013 and 2014

Figure 31: Topshop estimated financial data, 2011/12

International developments

Recent developments

Advertising and marketing

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Youth Fashion - UK - December 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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

H&M

Company overview

Financials

Figure 32: Key financials for H&M, 2012 and 2013

International expansion

Recent developments

Advertising and marketing

New Look

Company overview

Financials

Figure 33: Key financials for New Look, 2013 and 2014

International expansion

Recent developments

Advertising and marketing

Primark

Company overview

Financials

Figure 34: Key financials for Primark, 2012 and 2013

International expansion

Recent developments

Advertising and marketing

River Island

Company overview

Financials

Figure 35: Key financials for River Island, 2012 and 2013

International expansion

Recent developments

Advertising and marketing

Asos

Company overview

Financials

Figure 36: Key financials for River Island, 2013 and 2014

International expansion

Recent developments

Advertising and marketing

Boohoo

Company overview

Financials

Figure 37: Key financials for River Island, 2013 and 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Youth Fashion - UK - December 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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

International expansion
Recent developments
Advertising and marketing
Ones to watch
Missguided
Stradivarius
American Eagle

Brand Communication and Promotion

Key points

Adspend declines in 2013

Figure 38: Main monitored media advertising expenditure on fashion, 2010-14

River Island ramps up advertising

Figure 39: Main monitored media advertising expenditure on fashion, by advertiser, 2010-13

Press is the preferred media type

Figure 40: Main monitored media advertising expenditure on fashion, by media type, 2010-13

Figure 41: Main monitored media advertising expenditure on fashion, by media type, 2013

The Consumer – What are Young People Buying?

Key points

Young are keen footwear and handbag buyers

Figure 42: Fashion items purchased in the last three months, by 16-24s versus all, August 2014

The Consumer – Where Do 15-24s Shop for Clothes?

Key points

What we asked

Primark stands out as the leader

Figure 43: Retailers from where clothing has been purchased in-store or online in the last 12 months, September 2014

New Look

H&M draws more males online

Topshop becomes less popular among students

Young buying more clothes online

Figure 44: Retailers from where clothing has been purchased in-store or online in the last 12 months, September 2013 and 2014

Amazon and eBay grow in popularity for fashion

Sports stores

Retailers by age split

Figure 45: Retailers from where clothing has been purchased in-store or online in the last 12 months, by age group, September 2014

Young like to shop at lots of different stores

Figure 46: Repertoire of retailers shopped in-store or online in the last 12 months, September 2014

The Consumer – What Motivates Young People to Buy New Clothing?

Key points

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com

Youth Fashion - UK - December 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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

What we asked

Figure 47: Reasons for buying new clothes, September 2014

Half of young women motivated by sales

Figure 48: Reasons for buying new clothes, by gender, September 2014

15-17s use parents' money to buy clothes

Young teens most fashion-led

Seasonal event

Meeting workwear needs

Pay day opportunity

The Consumer – Factors That Influence How Young People Dress

Key points

What we asked

Friends are the biggest influence

Figure 49: Factors that influence how people dress, September 2014

One fifth of students wear clothes that receive compliments

Social media more influential than TV

Figure 50: Factors that influence how people dress, by gender, September 2014

Men show interest in sports personalities

Street fashion is becoming more important

Youngest most influenced by celebrity style

Figure 51: Factors that influence how people dress, by age group, September 2014

The Consumer – Social Media Sites Used for Fashion

Key points

What we asked

Figure 52: Social media sites used for interacting with fashion brands, September 2014

Young people most engaged with social media

A fashion for Facebook

Image-heavy sites popular for fashion

Figure 53: Social media sites used for interacting with fashion brands, by gender, September 2014

Young teens are most engaged with social media for fashion

Figure 54: Social media sites used for interacting with fashion brands, by age group, September 2014

The Consumer – Reasons for Using Social Media for Interacting with Fashion Brands

Key points

What we asked

Figure 55: Reasons for using social media for interacting with fashion brands, September 2014

Females look for style advice on social media

Young use social media for special offers

Appealing to men through gaming technology

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com

Youth Fashion - UK - December 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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

Liking a brand

Figure 56: Reasons for using social media for interacting with fashion brands, by gender, September 2014

Twitter most used for special offers

Figure 57: Main social media sites used for fashion by reasons for using social media for interacting with fashion brands, September 2014

Instagram for style inspiration

One in ten use it for customer service

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com