

## Childrenswear - UK - November 2016

Report Price: £1995.00 | \$2431.91 | €2216.64

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“The growing tween and teen population presents opportunities for the sector, particularly for retailers that offer the latest trends in age-appropriate styles because over half of children aged 10-14 want their clothes to be fashionable.”

– Tamara Sender, Senior Fashion Analyst

This report looks at the following areas:

- How has the childrenswear market been performing?
- What are the opportunities for growth in the sector?
- How can retailers cater to the growing young teen clothing market?

Mintel estimates that the childrenswear market will grow by 1% in 2016 to £6.9 billion, as the sector is seeing slowing sales due to a falling birth rate and high levels of discounting. The childrenswear market is very price-sensitive and supermarkets and value retailers dominate the sector, keeping prices down and impacting value sales.

The growing tween and teen population presents opportunities for the sector, particularly for retailers that offer the latest trends in age-appropriate styles as over half of children aged 10-14 want their clothes to be fashionable.

Shoppers are most interested in clothes that use innovative fabrics when buying childrenswear. As part of the athleisure trend, children's clothes styles are becoming more casual and sporty, with retailers and brands using new fabrics that allow them to look good while also being functional and comfortable.

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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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The facts

The implications

How can retailers cater to the growing young teen clothing market?

The facts

The implications

### The Market – What You Need to Know

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Tween and teens to grow 12%

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Three fifths buy childrenswear as a gift

Older shoppers want childrenswear made in Britain

Shoppers interested in innovative fabrics

Supermarkets most popular for schoolwear

Mothers prioritise price of schoolwear

Half of tweens and teens look for fashionable clothes

64% like trying on clothes in a store

Online is part of shopping for 10-14s

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