

# UK Womenswear Market 2017- Design Competition Strategies by Identifying Who-Stands-Where in the Market 2022

PUNE, MAHARASHTRA, INDIA, October 20, 2017 /EINPresswire.com/ --

## SUMMARY

WiseGuyReports published new report, titled "The UK Womenswear Market"

"The UK Womenswear Market 2017 - 2022", report offers comprehensive insight and analysis of the market (including forecasts up to 2022), the major players, the main trends, and consumer attitudes. It provides in-depth analysis of the following: the hot issues impacting the market (the squeeze of the midmarket, the threat posed by Amazon, how technology can enhance the instore customer shopping journey, and also new entrants in the market), strategies for success, market sizes and forecasts, retailer profiles, retailer market shares, consumer data and future outlook.

Womenswear volumes are forecast to fall 0.8% in 2017, the first decline we have seen since the economic downturn, as shoppers' squeezed disposable incomes and higher prices force consumers to cut back on clothing and prioritise essentials. Womenswear growth will underperform total clothing by 1.0 percentage point over the next five years. While Marks & Spencer remains market leader it continues to cede share, with a 0.2 percentage point decline expected in 2017 - though runner up Next's share is also forecast to fall this year.

GET SAMPLE REPORT @ <https://www.wiseguyreports.com/sample-request/2401146-the-uk-womenswear-market-2017-2022>

## Scope

- Value for money remains the biggest purchase motivator in womenswear; however, quality has now overtaken price as the second most important driver.
- The online womenswear market is forecast to grow by almost 50% over the next five years, equating to an additional £3.2bn in spend.
- Social media has a particularly influential role in the womenswear market, inspiring 69.5% of 16-24 year olds' clothing choices.

## Key points to buy

- Learn which segments of the UK womenswear market are highly saturated and which areas are underserved by utilising our womenswear positioning map to inform strategic decisions and seize growth opportunities.



**WISE GUY**  
REPORTS

AKASH ANAND  
ASST.MANAGER - BUSINESS DEVELOPMENT

sales@wiseguyreports.com  
Ph: +1-646-843-9312 (US) Ph: +44 208 133 9349 (UK)

<https://www.linkedin.com/company/4828928>  
<http://twitter.com/WiseGuyReports>  
<http://www.facebook.com/Wiseguyreports-1009007869213183/?fref=ts>

The UK Womenswear Market

- Use our in-depth analysis of the challenges faced by the big four midmarket retailers to understand how to steal their shoppers and market share.
- Utilise our analysis of new entrants in the UK womenswear market such as ARKET and Reserved to understand the threat they pose to your business.
- Discover what inspires female shoppers' clothing choices across different age groups to make your marketing campaigns more effective and drive engagement among consumers.

## Table of Contents

The hot issues  
What people buy  
Where people shop  
How & why people shop  
Methodology

..CONTINUED

## About Us

Wise Guy Reports is part of the Wise Guy Research Consultants Pvt. Ltd. and offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe.

Norah Trent  
WiseGuy Research Consultants Pvt. Ltd.  
+1 646 845 9349 / +44 208 133 9349  
email us here

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.