

How Britain Shops 2009 - Clothing

Despite falling consumer confidence and the difficult economic climate, the share of the total population shopping for clothing increased for the first time since 2006, rising 5.0 percentage points to 82.1%. Consumers are still open to purchasing clothing, but are being much more selective in what they spend their money on compared to previous years, making the market more competitive than ever.

Some key questions answered by this report:

- How have retailers main user shares been impacted by the recession?
- Which retailers are most successful at attracting shoppers in different age groups?
- What has driven increased loyalty among shoppers towards their main clothing retailers?

Companies profiled in this report:

- Asda (George)
- Bhs
- Bonmarché
- Debenhams
- Marks & Spencer
- Matalan
- New Look
- Next
- Primark
- River Island
- Tesco
- TK Maxx

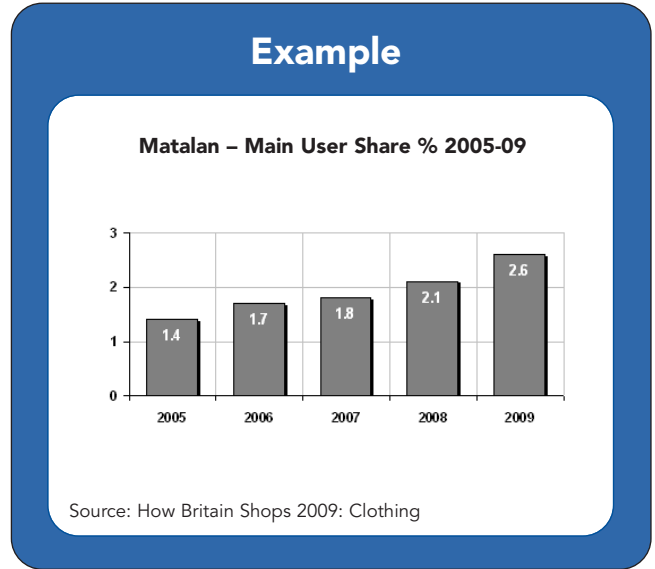


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