

## May 2022

### Womenswear - UK

"As the cost-of-living squeeze bites, women are becoming increasingly value focused when buying womenswear. While this will lead some consumers to prioritise price and trade down, for others it will become about the overall value equation. Fashion retailers will need to focus on promoting overall value by improving the quality ...

### Sports Goods Retailing - UK

"The COVID-19 pandemic gave the sports goods market some much-needed momentum. Innovations such as sustainable sportswear and immersive in-store experiences are catapulting brands and retailers forward, with an increasing interest in health and wellbeing as well as the continuing athleisure trend driving consumers towards these brands. An industry in decline ...

## April 2022

### Menswear - UK

"The beginning of 2022 has seen significant pent-up demand for menswear as lifestyles reverted to more normalised routines. However, as the income squeeze begins to bite, spending on the category is likely to be hit as people prioritise spend on essential items and categories such as travel and leisure that ...

### Consumers and the Economic Outlook Q1 - UK

"Even before the conflict in Ukraine, inflation had become the biggest concern for consumers, brands and the British economy for 2022. Households are set to endure the biggest squeeze on real incomes in decades, and the conflict in Ukraine will only add to existing inflationary pressures. This is seen in ...

## March 2022

### Optical Goods Retailing - UK

"The optical goods market has been affected by COVID-19 and the cost of living crisis currently taking hold. Consumers continue to forgo non-essential appointments and spending. In-store opticians remain the preference for consumers, but with overall new purchases down, there is scope for retailers to encourage consumers back into their ...

## February 2022

### Fashion Accessories - UK

"Fashion accessories are set to make a considerable recovery in 2022, mainly driven by a return in demand for the luxury market. High street specialists continue to struggle, with the market for fashion accessories becoming increasingly fragmented. Accessories retailers must keep up with advances in social media and online purchasing ...

**January 2022****Underwear - UK**

“While consumer spending on underwear, nightwear and loungewear will be impacted by the ‘cost of living squeeze’ and as people reallocate spend to other fashion categories, it will continue to benefit from demand for comfortable items as the shift towards flexible working endures. Growth in the sector will be driven ...

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