



# Womenswear in the United Kingdom

November 2023

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## Womenswear in the United Kingdom - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cost-of-living crisis impacts discretionary spending and value growth opportunities in womenswear

Polarisation in the local market

Dresses and skirts perform well despite casualisation trend, but overall outlook remains uncertain

#### PROSPECTS AND OPPORTUNITIES

Shapewear is expected to influence growth in women's underwear

Resale and rental will continue to impact growth of the primary market

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