

# Womenswear in Spain

November 2023

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### Womenswear in Spain - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Weaker performance in 2023, as women cut back on discretionary spending

Return to pre-pandemic lifestyles presents supports demand for womenswear, but home-working trend has negative impact on formal clothing Fast-fashion brands remain popular with younger customers

#### PROSPECTS AND OPPORTUNITIES

Sluggish performance for womenswear

Sustainability will continue as a key focus

Focus on larger sizes could present opportunity for mainstream womenswear retailers

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