

Childrenswear in the United Kingdom

November 2023

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Childrenswear in the United Kingdom - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing unit prices contribute to value growth in 2023 Price protection on school uniforms remains a winning strategy Resale, pre-owned and rental impacting primary market growth

PROSPECTS AND OPPORTUNITIES

Product mix diversification within childrenswear Higher number of brands expected to introduce take-back schemes Brands of menswear and womenswear set to further expand into childrenswear

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EXECUTIVE SUMMARY

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