

Where and How Consumers Shop in Fashion and Luxury Goods

December 2020

Table of Contents

INTRODUCTION

Scope
Key events so far
About this report
Fear and anxiety shift consumer shopping habits and focus

STATE OF PLAY IN FASHION AND LUXURY

Key drivers shaping new shopping habits in fashion and luxury
Fashion and luxury hit hardest across all fmcg markets
Affluent population to decline in all regions impacting fashion retail
The US to post the largest absolute sales decline in 2020
China is the first major economy to show signs of recovery
COVID-19 impact to date on apparel and footwear retail
COVID-19 impact to date on personal accessories retail
COVID-19 impact to date on personal luxury goods retail
Assessing consumer appetite in fashion and luxury post COVID-19
Asia to lead in recovery with a brighter outlook set for 2021

COVID-19 IMPACT ON LUXURY AND FASHION RETAIL

COVID-19 and the impact on fashion retailers
Temporary store closures hit wholesale fashion and luxury hardest
Wholesale only brands forced to invest in omnichannel
Zalando collaborates with wholesale and store-based brands
COVID-19 exposes weakness in supply chain and route to market
Impact on supply chain and distribution channels

CRISIS-DRIVEN CHANGES IN HOW CONSUMERS SHOP FOR LUXURY AND FASHION

Luxury goods and fashion sales by retail format
Has COVID-19 changed consumer shopping behaviour forever?
E-commerce will be transformed by the COVID-19 pandemic...
...and continue on its major growth trajectory but will remain small
Virtual try-on features introduced into e-commerce and store-based
Ace & Tate introduces online styling advice and virtual try-ons
Bridging digital with the physical to create a hybrid store space
Bricks-and-mortar outlets still vital in short to medium term
Could online in luxury and fashion catch up on broader retail?

CRISIS-DRIVEN CHANGES IN WHERE CONSUMERS SHOP FOR LUXURY AND FASHION

COVID-19 driven trends impacting where we shop for fashion
Travel flows cut by half creates further headwinds for retailers
Global travel shutdown leads to dearth of inbound shopping
Key fashion hotspots void of USD12 billion Chinese spending
Could China's repatriated spending offer hope of a silver-lining?
Rise in Chinese domestic tourism threat to shopping destinations?
From "revenge spending" to "revenge travel"
Chinese spending at home versus abroad key to 2021 outlook

SURVIVAL STRATEGIES IN LUXURY AND FASHION

Key retailer survival strategies to reach consumers
Digital transformation has catalysed behavioural changes
Luxury and fashion brands aim to leverage "social retail"
Burberry ahead of the curve in digital innovation
Consumer demand drives last mile delivery services

Driving sales and loyalty through one-on-one digital consultations
Is this the end of “extreme consumerism” and fast-fashion retail?
Selfridges adds rental, repair, re-sell and refill models to initiative

KEY TAKEAWAYS

Key takeaways

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/where-and-how-consumers-shop-in-fashion-and-luxury-goods/report.