



UK WOMENSWEAR RETAILERS 2008

New model emerging as costs rise.....

Reference Code: DMVT0454

Publication Date: 10/08



ABOUT VERDICT RESEARCH

Verdict Research is the UK's leading authority on retailing and publishes unrivalled independent analysis of the retail industry. With almost 20 years experience, Verdict has close relationships with major UK retailers and access, at the highest level, to key executives working in the top 300 retailers to hear their firsthand views. Verdict reports provide clients with a complete picture of the retail sector and unique forecasts to help UK retailers, manufacturers, service suppliers, city analysts, consultants and the media with strategic planning.

Verdict Research Ltd is a wholly owned subsidiary of Datamonitor Plc. Datamonitor plc is a premium business information company specialising in industry analysis. It helps over 5,000 of the world's leading companies to address complex strategic issues. Through proprietary databases and wealth of expertise, it provides clients with unbiased expert analysis and in-depth forecasts for seven industry sectors: Automotive, Consumer Markets, Energy, Financial Services, Pharmaceuticals and Healthcare, Technology, Transport and Logistics. Datamonitor maintains its headquarters in London and has regional offices in New York, San Francisco, Sydney and Frankfurt.

All Rights Reserved.

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the publisher, Verdict Research plc.

The facts of this report are believed to be correct at the time of publication but cannot be guaranteed. Please note that the findings, conclusions and recommendations that Verdict Research delivers will be based on information gathered in good faith from both primary and secondary sources, whose accuracy we are not always in a position to guarantee. As such Verdict Research can accept no liability whatever for actions taken based on any information that may subsequently prove to be incorrect.

TABLE OF CONTENTS

CHAPTER 1	EXECUTIVE SUMMARY	21
	Key Messages	21
	Main Conclusions	22
CHAPTER 2	MARKET ANALYSIS	25
	Market Definition and Analysis	25
	Clothing Market Spending Trends	27
	Consumer Spending Trends	29
	Retail Distribution of Clothing	33
CHAPTER 3	COMPANY DATA ANALYSIS	35
	Clothing Market Shares	35
	Womenswear Market Shares	37
	Winners and Losers	38
	Smaller Specialists prove more resilient	45
	Key Operating Statistics	50
	Sales vs Space Growth	50
	Womenswear Sales Densities	52
	Space Allocation	54
	Advertising Media Expenditure	56
CHAPTER 4	STRATEGIC ISSUES	59
	Key Characteristics of Winners and Losers	59
	Female Clothing Shopper Profile	62

Table of Contents

Market Segment Analysis	64
Womenswear Market Positioning Map	65
Branding	66
Location Strategy and Convenience	67
Price and Cost Inflation	69
Cost Inflation and the Supply Chain	72
Fashion 72	
Marketing	73
Online Sales Take Off	74
Media Influence	75
Womenswear Retail – Strategic Summary	76
CHAPTER 5 ARCADIA GROUP	78
Company Overview and Market Shares	78
Trading Record	81
Year to August 2007	81
Current Trading	82
Womenswear Sales	83
Store Portfolio	85
Retail Propositions	87
Space Allocations	92
Management	97
Marketing and Operations	97

Table of Contents



Outlook 98

CHAPTER 6 DEBENHAMS 102

Company Overview and Market Shares 102

Trading Record 104

 Year to August 2007 104

 Year to August 2008 105

 Womenswear Sales 105

Store Portfolio 107

Retail Proposition 110

Space Allocation 111

Management, Marketing and Operations 113

Outlook 113

CHAPTER 7 ASDA 116

Company Overview & Market Shares 116

Trading Record 118

 Year to December 2007e 118

 Current Trading 118

 Womenswear Sales 119

Store Portfolio 120

Retail Proposition 122

Space Allocation 123

Management, Marketing and Operations 125

Table of Contents

Outlook 126	
CHAPTER 8	M&S 128
Company Overview and Market Share	128
Trading Record	130
Year to March 2008	130
Current Trading	132
Womenswear Sales	132
Store Portfolio	133
Retail Proposition	137
Space Allocation	138
Management, Marketing & Operations	139
Outlook 143	
CHAPTER 9	MOSAIC FASHIONS 145
Company Overview and Market Share	145
Trading Record	152
Year to January 2008	152
Current Trading	153
Oasis/Coast Year to January 2008	154
Current Trading	155
Karen Millen Year to January 2008	156
Current Trading	156
[Warehouse/Principles Year to January 2008	156

Table of Contents



Warehouse/Principles Year to January 2008	157
Current Trading	158
Womenswear Sales	158
Store Portfolio	159
Retail Propositions	164
Space Allocations	169
Marketing, Management & Operations	174
Outlook 177	
CHAPTER 10 NEW LOOK	180
Company Overview and Market Share	180
Trading Record	183
Year to March 2008	183
Womenswear Sales	185
Store Portfolio	186
Retail Proposition	188
Space Allocation	189
Management, Marketing and Operations	191
Outlook 192	
CHAPTER 11 NEXT	193
Company Overview and Market Share	193
Trading Record	196
Year to January 2008	196

Table of Contents



Current Trading	197
Womenswear Sales	199
Store Portfolio	202
Retail Proposition	204
Space Allocation	205
Management, Marketing and Operations	206
Outlook 207	
CHAPTER 12 THE PEACOCK GROUP	210
Company Overview	210
Market Shares	212
Trading Record	214
Year to March 2008	214
Store Portfolios	218
Retail Propositions	221
Peacocks Space Allocation	222
Bonmarché Space Allocation	225
Management, Marketing & Operations	226
Outlook 227	
CHAPTER 13 PRIMARK	229
Company Overview and Market Shares	229
Trading Record	233
Year to September 2007	233

Table of Contents

Year to September 2008e	234
Womenswear Sales	234
Store Portfolio	235
Retail Proposition	237
Space Allocation	238
Marketing and Operations	239
Outlook 240	
CHAPTER 14 TK MAXX	243
Company Overview and Market Share	243
Trading Record	246
Year to January 2008e	246
Current Trading	246
Womenswear Sales	247
Store Portfolio	248
Retail Proposition	249
Space Allocation	250
Management, Marketing and Operations	252
Outlook 253	
CHAPTER 15 GLOSSARY	254
Financial Statistics – VAT	254
Trading Profile	254
Key Operating Ratios	254

Table of Contents



Physical Development	254
Abbreviations	255

LIST OF TABLES

Table 1:	Womenswear market definition 2008	25
Table 2:	Clothing consumer spending trends 1998-2008e	26
Table 3:	Clothing market spending trends 1997-2007e	27
Table 4:	Womenswear consumer spending trends 1998-2008e	29
Table 5:	Womenswear market deflation 2003-2008e	31
Table 6:	Retail distribution of womenswear expenditure 2007 and 2008e	33
Table 7:	Retail distribution of clothing expenditure 2007 and 2008e	34
Table 8:	Clothing market shares 2003-2008e	35
Table 9:	Womenswear market shares 2003-2008e	37
Table 10:	Top 10 womenswear retailers by womenswear market share 2008 vs 2001	42
Table 11:	All Saints key facts 2008	48
Table 12:	Cult Clothing key facts 2008	48
Table 13:	Fat Face key facts 2007	49
Table 14:	Clothing retailers key UK operating statistics 2007/08	50
Table 15:	Womenswear space allocation 2008	54
Table 16:	Womenswear space allocation 2008	55
Table 17:	Leading clothing retailers advertising spends 2003-2007	56
Table 18:	Leading clothing retailers spends per media type 2007	57
Table 19:	Womenswear market leaders – market share winners 2008	59
Table 20:	Womenswear market leaders – market share losers 2008	61

Table of Contents



Table 21:	Changes in value of womenswear market segments between 2003 & 2008e	64
Table 22:	Importance of convenience and location strategies 2008	68
Table 23:	Arcadia Group company overview 2008	78
Table 24:	Arcadia Group key operating statistics 2003-2008e	79
Table 25:	Arcadia group trading record 1998-2008e	81
Table 26:	Arcadia Group UK outlet numbers year to August 2003-2008e	85
Table 27:	Arcadia womenswear brands sales area 2003-2008e	86
Table 28:	Dorothy Perkins retail proposition 2008	87
Table 29:	Evans retail proposition 2008	88
Table 30:	Miss Selfridge retail proposition 2008	89
Table 31:	TopShop retail proposition 2008	90
Table 32:	Wallis retail proposition 2008	91
Table 33:	Dorothy Perkins space breakdown vs average 2008	92
Table 34:	Evans space breakdown vs average 2008	93
Table 35:	Miss Selfridge space breakdown vs average 2008	94
Table 36:	TopShop space breakdown vs average 2008	95
Table 37:	Wallis space breakdown vs average 2008	96
Table 38:	Debenhams company overview 2008	102
Table 39:	Debenhams UK key operating statistics 2003e-2008e	103
Table 40:	Debenhams trading record 1998-2008e	104
Table 41:	Debenhams UK store portfolio 1998-2008e	108
Table 42:	Debenhams retail proposition 2008	110

Table of Contents



Table 43:	Debenhams womenswear space breakdown vs average 2008	112
Table 44:	Asda (George) company overview 2008	116
Table 45:	Asda key operating statistics 2003-2008e	117
Table 46:	Asda trading record 1998-2008e	118
Table 47:	Asda store profile 1998-2008e	120
Table 48:	Asda Living openings 2004-2008	121
Table 49:	George at Asda retail proposition 2008	122
Table 50:	Asda womenswear space breakdown vs market average 2008	124
Table 51:	M&S company overview 2008	128
Table 52:	M&S UK key operating statistics 2003-2008	129
Table 53:	M&S UK trading record 1998-2008	131
Table 54:	M&S UK store portfolio 1998-2008	135
Table 55:	M&S retail proposition 2008	137
Table 56:	M&S womenswear space breakdown vs market average 2008	139
Table 57:	Mosaic Fashions brands overview 2008	145
Table 58:	Mosaic Fashions company overview 2008	146
Table 59:	Mosaic Group key UK operating statistics 2003e-2008e	147
Table 60:	Mosaic Fashions and Rubicon combined trading record 2003-2008e*	152
Table 61:	Oasis/Coast Group trading record 2003-2008e	154
Table 62:	Karen Millen trading record 2003-2008e	156
Table 63:	Warehouse/Principles trading record 2003-2008e	157
Table 64:	Mosaic Fashions store portfolio 2003-2008e	159

Table of Contents



Table 65:	Oasis/Coast UK store profile 2003-2008e	161
Table 66:	Oasis/Coast UK store analysis 2003-2008e	161
Table 67:	Karen Millen UK store profile 2003e-2008e	162
Table 68:	Principles/Warehouse UK store profile 2003-2008e	162
Table 69:	Principles/Warehouse UK store analysis 2003e-2008e	163
Table 70:	Oasis retail proposition 2008	164
Table 71:	Coast retail proposition 2008	165
Table 72:	Karen Millen retail proposition 2008	166
Table 73:	Warehouse retail proposition 2008	167
Table 74:	Principles retail proposition 2008	168
Table 75:	Oasis womenswear space breakdown vs average 2008	169
Table 76:	Coast womenswear space breakdown vs average 2008	170
Table 77:	Karen Millen womenswear space breakdown vs market average 2008	171
Table 78:	Principles womenswear space breakdown vs average 2008	172
Table 79:	Warehouse womenswear space breakdown vs market average 2008	173
Table 80:	New Look company overview 2008	180
Table 81:	New Look UK key operating statistics 2003-2008e	181
Table 82:	New Look Group trading record 1998-2008e	183
Table 83:	New Look UK store portfolio 1998-2008e	186
Table 84:	New Look retail proposition 2008	188
Table 85:	New Look womenswear space breakdown vs average 2008	190
Table 86:	Next company overview 2008	193

Table of Contents



Table 87:	Next key operating statistics 2003-2008	194
Table 88:	Next Group trading record 1998-2008	196
Table 89:	Next Brand turnover and profits 2002-2008	199
Table 90:	Next UK store profile 1998-2008e	202
Table 91:	Next retail proposition 2008	204
Table 92:	Next womenswear space breakdown vs average 2008	205
Table 93:	Peacock Group company overview 2008	210
Table 94:	Peacocks key operating statistics 2003-2008e	211
Table 95:	Bonmarché key operating statistics 2003-2008e	211
Table 96:	Peacocks trading record 1998-2008	214
Table 97:	Bonmarché trading record 1998-2008	216
Table 98:	Peacocks store portfolio 1998-2008e	218
Table 99:	Bonmarché store portfolio 1998-2008e	220
Table 100:	Peacocks retail proposition 2008	221
Table 101:	Bonmarché retail proposition 2008	222
Table 102:	Peacocks womenswear space breakdown vs market average 2008	224
Table 103:	Bonmarche womenswear space breakdown vs market average 2008	225
Table 104:	Primark company overview 2008	229
Table 105:	Primark UK key operating statistics 2003-2008e	230
Table 106:	Primark UK trading record 1998-2008e	233
Table 107:	Primark UK store portfolio 1998-2008e	236
Table 108:	Primark retail proposition 2008	237

Table of Contents



Table 109: Primark womenswear space breakdown vs market average 2008	239
Table 110: TK Maxx company overview 2008	243
Table 111: TK Maxx UK key operating statistics 2003-2008e	244
Table 112: TK Maxx UK trading record 1998-2008e	246
Table 113: TK Maxx UK store portfolio 1998-2008e	248
Table 114: TK Maxx retail proposition 2008	249
Table 115: TK Maxx womenswear space breakdown vs market average 2008	251

LIST OF FIGURES

Figure 1:	Consumer spend on womenswear and year-on-year growth 1998-2008e	30
Figure 2:	Womenswear spend per head 2003-2008e	32
Figure 3:	Womenswear Top 10 – clothing market share winners & losers 2008e on 2007	39
Figure 4:	Womenswear Top 10 – womenswear winners and losers 2008e on 2007	40
Figure 5:	Womenswear market shares 2003 and 2008e	44
Figure 6:	Total space growth vs total sales growth 2007/08e on 2006/07	51
Figure 7:	Womenswear sales densities 2007/08e	52
Figure 8:	Growth in advertising spend 2007 on 2003	58
Figure 9:	Profile of female clothing shopper 2008	63
Figure 10:	Womenswear market – value, mid, premium split 2003 & 2008e	64
Figure 11:	Womenswear market positioning map 2008	65
Figure 12:	Evolution of price inflation/deflation in clothing 1992-2012	69
Figure 13:	Clothing & footwear online sales 2002-2012	74
Figure 14:	Arcadia clothing and womenswear market shares 2003-2008e	80
Figure 15:	Arcadia womenswear sales and year-on-year growth – years to August 2003e-2008e	83
Figure 16:	Arcadia womenswear brands share of womenswear sales – years to August 2007e and 2008e	84
Figure 17:	Dorothy Perkins space allocation 2008	92
Figure 18:	Evans space allocation 2008	93

Table of Contents



Figure 19: Miss Selfridge space allocation 2008	94
Figure 20: TopShop space allocation 2008	95
Figure 21: Wallis space allocation 2008	96
Figure 22: Debenhams UK clothing and womenswear market shares 2003-2008e*	103
Figure 23: Debenhams UK womenswear sales – years to August 2003-2008e	107
Figure 24: Debenhams clothing space allocation 2004 - 2008	111
Figure 25: Debenhams womenswear space allocation 2008	112
Figure 26: Asda clothing & womenswear market shares 2003-2008e	117
Figure 27: Asda womenswear sales & year-on-year growth – years to December 2003-2008e	119
Figure 28: Asda clothing space allocation 2004-2008	123
Figure 29: Asda womenswear space allocation 2008	123
Figure 30: M&S clothing and womenswear market share 2003-2008e	129
Figure 31: M&S womenswear sales and year-on-year growth years to March 2003-2008e	133
Figure 32: Marks & Spencer Store Format 2008	134
Figure 33: M&S womenswear space allocation 2004-2008	138
Figure 34: M&S womenswear space allocation 2008	138
Figure 35: Mosaic Fashions clothing and womenswear market shares 2003-2008e	147
Figure 36: Oasis/Coast clothing and womenswear market shares 2003-2008e	148
Figure 37: Karen Millen clothing and womenswear market shares 2003-2008e	149

Table of Contents



Figure 38: Principles and Warehouse womenswear and clothing market share 2003-2008e	150
Figure 39: Mosaic womenswear sales and year-on-year growth, Jan 2003e-2008e	years to 158
Figure 40: Oasis womenswear space allocation 2008	169
Figure 41: Coast womenswear space allocation 2008	170
Figure 42: Karen Millen womenswear space allocation 2008	171
Figure 43: Principles womenswear space allocation 2008	172
Figure 44: Warehouse womenswear space allocation 2008	173
Figure 45: New Look clothing and womenswear market shares 2003-2008	182
Figure 46: New Look UK womenswear sales – years to March 2003-2008e	185
Figure 47: New Look clothing space allocation 2004-2008	189
Figure 48: New Look womenswear space allocation 2008	189
Figure 49: Next UK womenswear market shares 2003-2008e	195
Figure 50: Next UK womenswear sales – years to January 2003-2008	201
Figure 51: Next clothing space allocation 2004 - 2008	205
Figure 52: Next clothing space allocation 2008	206
Figure 53: Peacocks clothing and womenswear market shares 2003-2008e	212
Figure 54: Bonmarché clothing and womenswear market shares 2002-2008e	213
Figure 55: Peacocks womenswear sales and growth – years to March 2003-2008e	215
Figure 56: Bonmarché clothing sales & year-on-year growth – years to March 2003-2008e	217
Figure 57: Peacocks clothing space allocation 2004-2008	223

Table of Contents



Figure 58: Bonmarché womenswear space allocation 2008	225
Figure 59: Primark UK womenswear market share 2003-2008e	231
Figure 60: Primark UK clothing market share 2003-2008e	232
Figure 61: Primark UK womenswear sales – years to September 2003-2008e	235
Figure 62: Primark clothing space allocation 2004 - 2008	238
Figure 63: Primark womenswear space allocation 2008	238
Figure 64: TK Maxx clothing and menswear market shares 2003-2008e	245
Figure 65: TK Maxx UK womenswear sales – years to January 2003-2008e	247
Figure 66: TK Maxx clothing space allocation 2004-2008	250
Figure 67: TK Maxx womenswear space allocation 2008	250