

Where Britain Shops: Department Stores

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This section gives a short overview of the main research findings.

This section examines the department store channel as a whole and its share of all shoppers, who those customers are and what they use department stores for. An analysis of shoppers who don't use department stores is also provided.

This section looks at how department store shoppers use eight individual retail departments. Profiles of customers using department stores for each sector are provided together with shares of shoppers by retailers.

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This section looks at major department stores. For each retailer an analytical summary is provided followed by customer shares and profiles. Use of the department store across eight retail departments is examined together with cross-departmental usage. Finally, we depict the retailer's position in its competitor set.

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