

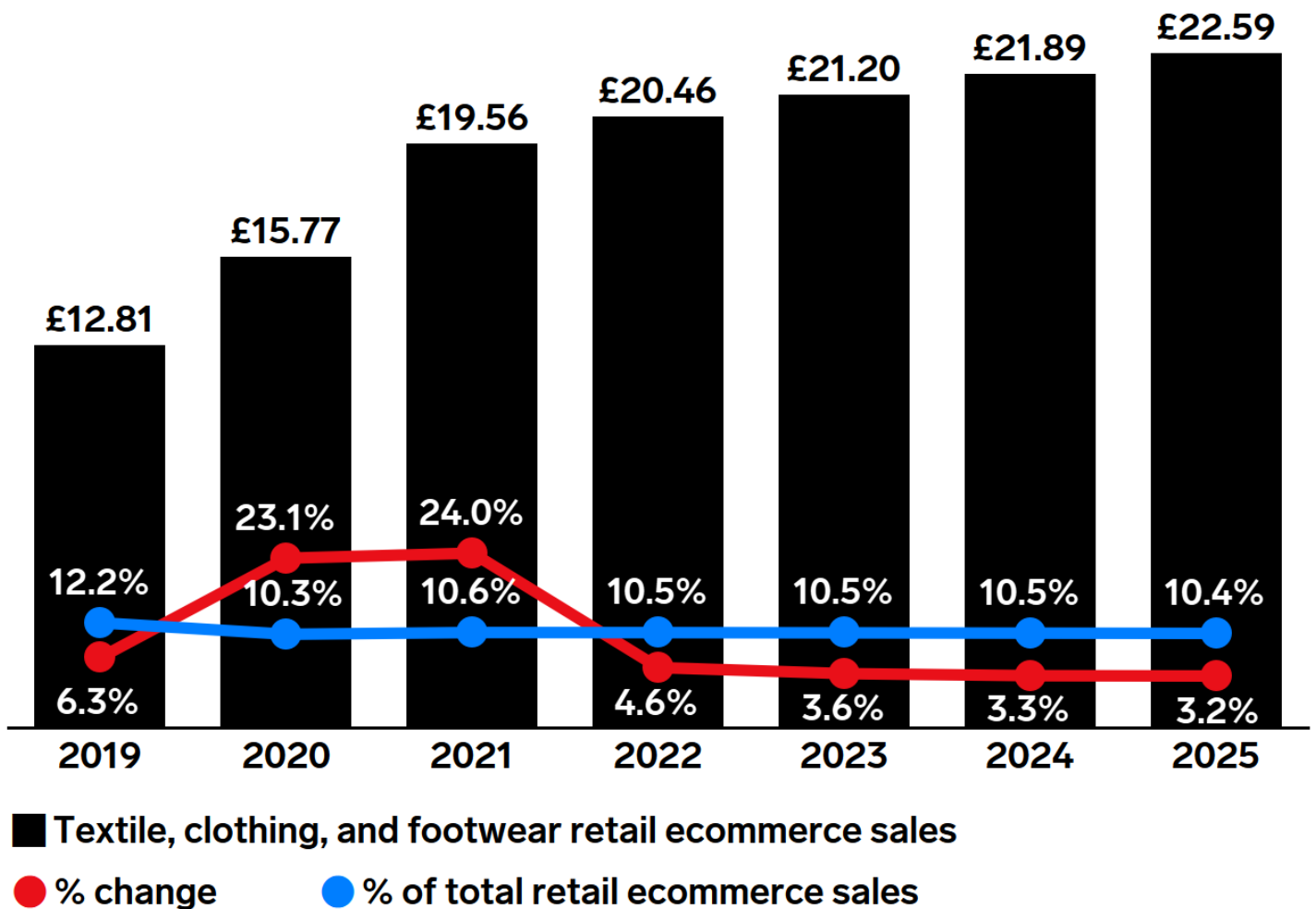
UK clothing sales shrink as a portion of the overall retail ecommerce market

Article

The forecast: During the pandemic-induced lockdowns in 2020, many UK-based shoppers confined to their homes saw little need to shop for apparel, and even now, as restrictions ease, apparel will still not be a consumer focus. We forecast **textile, clothing, and footwear sales' proportion of total retail ecommerce sales will decline**, as the sector fails to keep up with market growth.

Textile, Clothing, & Footwear Retail Ecommerce Sales in the UK, 2019-2025

millions of £, % change, and % of total retail ecommerce sales



Note: includes textiles, clothing, footwear, and leather goods

Source: eMarketer, May 2021

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eMarketer | InsiderIntelligence.com

- Textile, clothing, and footwear will be **the only category** we track in the UK where the proportion of total retail ecommerce sales will actually decline, from **12.2%** in 2019 to **10.4%**

in 2025.

- Total UK retail sales for this category plummeted by **23.5%** last year. We expect a further, albeit less drastic, decline of **3.9%** for 2021.
- Despite declining sales growth, textile, clothing, and footwear saw a massive shift to digital sales in 2020. Retail ecommerce sales in the UK accounted for **37.6%** of sales in this category in 2020, up from **23.3%** in 2019.

Retail Sales Growth, by Product Category UK, 2021, % change



Source: eMarketer, May 2021

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Looking ahead: Retail ecommerce sales have continued to drive UK textile, clothing, and footwear sales in the first half of 2021 and will make up **48.5%** of the category's sales by the end of the year. The category's retail ecommerce sales in the UK will approach **\$20 billion** in 2021, but growth will not rebound to its 2019 rate.