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# Women's Clothing: United States

September 2017



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# Table of Contents

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|  |           |
|--|-----------|
| <b>1. Highlights</b>                   | <b>3</b>  |
| <b>2. Market Environment</b>           | <b>4</b>  |
| Historical Trends                      | 4         |
| Key Economic Indicators                | 6         |
| Trade                                  | 7         |
| Retail Overview                        | 9         |
| Department Stores                      | 10        |
| Internet-Only Retailers                | 11        |
| Mass Merchants                         | 12        |
| Off-Price Retailers                    | 13        |
| Specialty Stores                       | 14        |
| Other Channels                         | 14        |
| <b>3. Segmentation &amp; Forecasts</b> | <b>16</b> |
| Products                               | 16        |
| Tops                                   | 17        |
| Bottoms                                | 18        |
| Intimates & Sleepwear                  | 19        |
| Dresses                                | 20        |
| Coats, Jackets & Suits                 | 21        |
| Accessories & Other Clothing           | 23        |
| <b>4. Industry Structure</b>           | <b>25</b> |
| Industry Characteristics               | 25        |
| Market Leaders                         | 26        |
| Ascena Retail Group                    | 26        |
| Macy's                                 | 26        |
| The TJX Companies                      | 27        |
| <b>5. About This Report</b>            | <b>29</b> |
| Scope & Method                         | 29        |
| Sources                                | 29        |
| Industry Codes                         | 30        |
| Resources                              | 31        |

# List of Tables & Figures

---

|   |    |
|---|----|
| Figure 1   Key Trends in US Women’s Clothing Demand, 2016-2021  | 3  |
| Figure 2   US Women’s Clothing Demand Trends, 2006-2016   | 4  |
| Table 1   Key Indicators for US Women’s Clothing Demand; 2006, 2011, 2016, 2021 (US\$ bil)              | 6  |
| Figure 3   US Women’s Clothing Imports, 2006-2016 (US\$ mil)  | 7  |
| Table 2   US Women’s Clothing Imports, 2006-2016 (US\$ mil)   | 7  |
| Table 3   Share of Consumers Purchasing Clothing by Retail Channel & Gender of Respondent               | 9  |
| Figure 4   US Women’s Clothing Demand by Product; 2006-2016, 2021 (US\$ mil)                            | 16 |
| Table 4   US Women’s Clothing Demand by Product; 2006-2016, 2021 (US\$ mil)                             | 16 |
| Figure 5   US Women’s Coats, Jackets & Suits Demand & Employed Persons; 2006-2016, 2021                 | 22 |
| Figure 6   US Women’s Accessories & Other Clothing Demand & Disposable Personal Income; 2006-2016, 2021 | 23 |
| Figure 7   US Women’s Clothing Demand by Product; 2006-2016, 2021 (%)                                   | 24 |
| Table 5   Leading Suppliers to the the US Women’s Clothing Market Type                                  | 28 |
| Table 6   Industry Codes Related to Women’s Clothing  | 30 |

# About This Report

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## Scope & Method

This report forecasts US women's clothing demand in US dollars at the retail level to 2021. Total demand is segmented by product in terms of:

- tops
- bottoms
- intimates and sleepwear
- dresses
- coats, jackets, and suits
- accessories and other clothing such as gloves, hats, and jumpsuits, and swimwear.

Clothing for girls (ages 2 to 15 years) and infants are excluded from the scope of this report. Re-exports of women's clothing are excluded from demand and import figures.

To illustrate historical trends, total demand, the various segments, and imports are provided in annual series from 2006 to 2016.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*Women's Clothing: United States* (FF15019) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers

## About This Report

- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

Table 6 | Industry Codes Related to Women's Clothing

| NAICS/SCIAN 2007                              |   | SIC                     |  |
|---|---|-------------------------|--|
| North American Industry Classification System |   | Standard Industry Codes |  |
| 448120  | Women's Clothing Stores                               | 5311                    | Department Stores                        |
| 448140  | Family Clothing Stores                                | 5399                    | Miscellaneous General Merchandise Stores |
| 448150  | Clothing Accessories Stores                           | 5621                    | Women's Clothing Stores                  |
| 448190  | Other Clothing Stores                                 | 5632                    | Women's Accessory & Specialty Stores     |
| 451110  | Sporting Goods Stores                                 | 5651                    | Family Clothing Stores                   |
| 452111  | Department Stores (except Discount Department Stores) | 5699                    | Miscellaneous Apparel & Accessory Stores |
| 452112  | Discount Department Stores                            | 5941                    | Sporting Goods Stores & Bicycle Shops    |
| 452910  | Warehouse Clubs & Supercenters                        | 5961                    | Catalog & Mail-Order Houses              |
| 454111  | Electronic Shopping                                   |                         |  |
| 454112  | Electronic Auctions                                   |                         |  |

Source: US Census Bureau

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## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*Retail E-Commerce Packaging Market in the US*, November 2016

*Coated Fabrics*, May 2016

*World Nonwovens*, January 2016

#### Freedonia Focus Reports

*Athletic Footwear: United States*

*Apparel: United States*

*E-Commerce: United States*

*Footwear: United States*

*Leather & Fur Products: United States*

*Men's Clothing: United States*

#### Freedonia Custom Research

### Trade Publications

*Apparel Insiders*

*Apparel Magazine*

*California Apparel News*

*Chain Store Age*

*Retail Dive*

*Wearables*

*Women's Wear Daily*

### Agencies & Associations

American Apparel & Footwear Association

American Association of Textile Chemists and Colorists

American Fiber Manufacturers Association

Americas Apparel Producers' Network

Bureau of Labor Statistics

National Retail Federation

Retail Industry Leaders Association

United States Department of Commerce

Bureau of Economic Analysis

United States Census Bureau

Office of Textiles and Apparel

United States International Trade Commission

World Trade Organization