

# *Marketing Study on Apparel Market In the United Kingdom*



- **UK market:**

Overview on the UK's economy with a review of the most important geographical, economic and demographic indicators.

The following table shows the most important geographical, economic and demographic indicators of UK:

Geographical Indicators	
Indicator	Value
Land Area	243,610Km2
Location	Western Europe, islands - including the northern one-sixth of the island of Ireland - between the North Atlantic Ocean and the North Sea; northwest of France
Economical Indicators	
Indicator	Value
GDP	\$ 2.858 Trillion (2017)
Annual growth of GDP (%)	2.2% (2017)
GDP by Sector (2017)	Agriculture 0.7%, Industry 19%, and Services 79.9%
Inflation rate	2.6% (2017)
Unemployment rate	18.3% (2017)
Total Exports	\$436.5 Billion (2017)
Main Exported Commodities	Manufactured goods, fuels, chemicals; food, beverages, and tobacco
Exports - Partners	US 13.2%, Germany 10.5%, France 7.4%, Netherlands 6.2%, Ireland 5.6%, China 4.8%, Switzerland 4.5% (2017)
Total Imports	\$602.5 Billion (2017)
Main Imported Commodities	Manufactured goods, machinery, fuels; and foodstuffs
Imports - Partners	Germany 13.7%, US 9.5%, China 9.3%, Netherlands 8%, France 5.4%, Belgium 5% (2017)
Demographical Indicators	
Indicator	Value
Population	66,182,000 (2017)
Population growth rate	0.6%(2017)
Average income per capita	44,162 Dollar per year (2017)
Source: 1. The World FactBook <a href="https://www.cia.gov">https://www.cia.gov</a> 2. UNdata <a href="http://data.un.org/en/iso/de.html">http://data.un.org/en/iso/de.html</a>	

## - Production

The apparel industry in the United Kingdom has witnessed a change over the last ten years. The most prominent of these was the shift to depend on the production units outside UK in an effort to reduce production costs and restore the ability to compete in the international markets. This explains the increasing reliance on imports from the least expensive sources.

The apparel sales in UK reached to 49 Billion Pound Sterling in 2015 compared to 35 Billion Pound Sterling in 2005 (according to Pure London website which is specialized in the apparel field), Beside that the production volume in UK reached to 4.3 Billion Pound Sterling in 2015 compared to 3.4 Billion Pound Sterling in 2008 (according to EU statistics).

It is worth mentioning that in the last few years, the British market has shifted from apparel industry to specialize in the fashion industry and fashion design for all types of apparel, in addition to the accessories design to compete with London, the most important centers of fashion and design in the world such as Milan and Paris as the most important centers of fashion and shopping world.

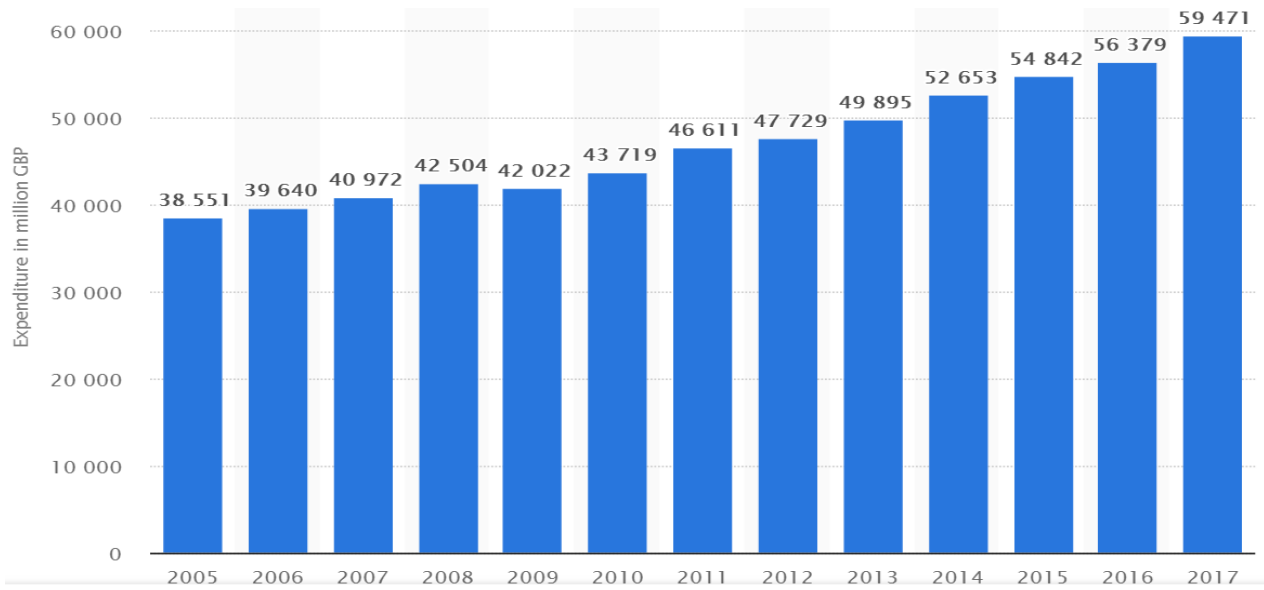
There are many leading brands that have value in the UK market, such as Primark, Next, New Look and online stores such as ASOS. Consumers in UK are still interested in shops.

## - Consumption

In 2017, consumer spending on apparel in the UK reached to 59.47 billion Pound Sterling. Expenditures increased over each year, except 2008-2009. With the global financial crisis, Expenditures fell slightly from 42.5 billion Pound Sterling in 2008 to 42 billion Pound Sterling in 2009. Apparel is one of the main areas where consumers spend money.

In 2016, UK consumers spent 68.1 billion Pound Sterling on apparels and footwear, compared to the total domestic expenditures of 1.18 trillion Pound Sterling.

The following figure shows the consumer spending on apparels during the period (2005-2017):



<https://www.statista.com/statistics/289999/consumer-spending-on-clothing-in-the-united-kingdom-uk>

## Trade Movement in UK for Apparel

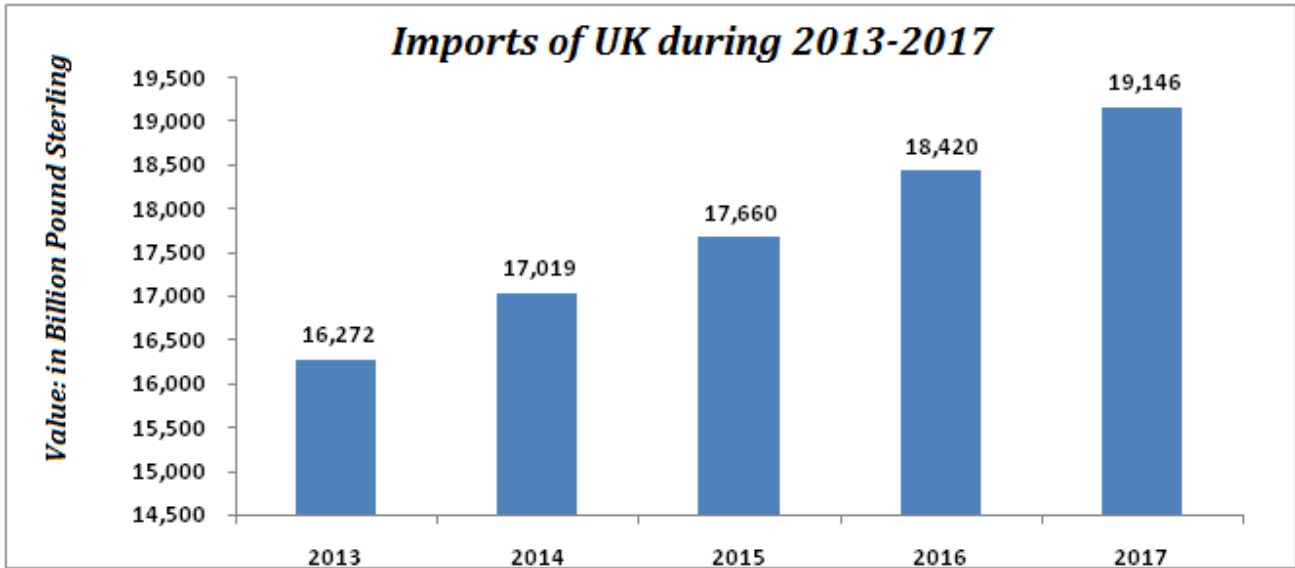
### 1- With Countries all over the world:

Exports of apparel (including knitting products) increased to reach to 6.407 billion Pound Sterling in 2017 compared to 5.989 billion Pound Sterling in 2016, increased by 7%. Imports of the same item also reached to 19.146 billion Pound Sterling in 2017 compared to 18.420 billion Pound Sterling in 2016, the table below shows the main destinations for exporting and importing apparels to / from UK in 2017:

UK Exports		UK Imports	
Country	The value "One million" Pound Sterling	Country	The value "One million" Pound Sterling
<b>Total Exports</b>	6,407,092	<b>Total Imports</b>	19,146,157
<b>Germany</b>	1,494,237	<b>China</b>	4,466,859
<b>Ireland</b>	897,571	<b>Bangladesh</b>	2,569,334
<b>France</b>	619,680	<b>Turkey</b>	1,393,810
<b>Italy</b>	357,905	<b>India</b>	1,142,034
<b>USA</b>	306,980	<b>Italy</b>	1,062,021
<b>Spain</b>	285,593	<b>Germany</b>	1,008,398
<b>Netherlands</b>	245,576	<b>Cambodia</b>	791,389
<b>Poland</b>	171,913	<b>Netherlands</b>	735,155
<b>Belgium</b>	157,122	<b>France</b>	715,685

<b>Sweden</b>	146,116	<b>Spain</b>	545,491
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Source: ITC



**2- Trade Movement between UK for Apparel (Knits) and other countries from all over the world in 2015-2017:**

The following table shows the most important imported/exported apparel (knits) from /to UK. The table shows that the most important exports from UK of this chapter are the Pullovers and Saints, whose exports amounted to 678 million Pound Sterling, while the imports amounted to 2.340 million Pound Sterling in 2017.

Unit : British Pound thousand		Imported Value			Exported Value		
Code	Product label	2015	2016	2017	2015	2016	2017
'6110	Jerseys, pullovers, cardigans, waistcoats and similar articles, knitted or crocheted (excluding ...	2,117,396	2,256,218	2,340,729	558,792	618,341	678,521
'6109	T-shirts, singlets and other vests, knitted or crocheted	1,765,731	1,847,416	2,002,234	500,947	543,080	583,382
'6104	Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, ...	1,259,560	1,335,963	1,404,852	380,498	423,037	449,633
'6115	Pantyhose, tights, stockings, socks and other hosiery, incl. graduated compression hosiery ...	598,166	562,029	605,636	99,532	108,972	124,437
'6108	Women's or girls' slips, petticoats, briefs, panties, nightdresses, pyjamas, negligés, bathrobes, ...	513,693	525,232	549,523	96,941	87,775	79,206
'6111	Babies' garments and clothing accessories, knitted or crocheted (excluding hats)	424,575	448,878	427,142	89,823	81,672	72,222
'6105	Men's or boys' shirts, knitted or crocheted (excluding nightshirts, T-shirts, singlets and ...	430,511	410,973	423,798	92,350	110,232	110,163
'6103	Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches ...	313,369	358,465	411,934	93,356	100,437	115,338
'6107	Men's or boys' underpants, briers, nightshirts, pyjamas, bathrobes, dressing gowns and similar ...	277,201	279,265	288,020	47,676	46,553	49,959
'6112	Track-suits, ski-suits and swimwear, knitted or crocheted	182,680	202,043	234,616	87,855	93,900	121,080
'6114	Special garments for professional, sporting or other purposes, n.e.s., knitted or crocheted	200,585	210,241	225,893	49,610	64,803	94,010
'6106	Women's or girls' blouses, shirts and shirt-blouses, knitted or crocheted (excluding T-shirts ...	224,238	207,514	206,423	78,356	77,417	75,822
'6102	Women's or girls' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, ...	141,875	168,855	178,997	54,851	58,096	66,341
'6101	Men's or boys' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, ...	100,393	134,965	143,783	32,462	47,855	64,241
'6116	Gloves, mittens and mitts, knitted or crocheted (excluding for babies)	111,032	115,041	127,289	23,942	26,011	30,146
'6117	Made-up clothing accessories, knitted or crocheted; knitted or crocheted parts of garments ...	73,203	72,197	77,004	31,942	27,353	30,728
'6113	Garments, knitted or crocheted, rubberised or impregnated, coated or covered with plastics ...	28,515	36,619	43,882	16,761	16,651	19,129
<b>Total</b>		<b>8,762,723</b>	<b>9,171,914</b>	<b>9,691,755</b>	<b>2,335,694</b>	<b>2,532,185</b>	<b>2,764,358</b>

### 3- Trade Movement between UK for Apparel (Woven) and other countries from all over the world in 2015-2017:

The following table shows UK's exports and imports for apparel (woven), Women's suits and jackets showed the highest value of UK's exports which amounted to 1.211 billion pound sterling in 2017, at the same year it showed the highest value of UK's imports which amounted to 2.907 billion pound sterling.

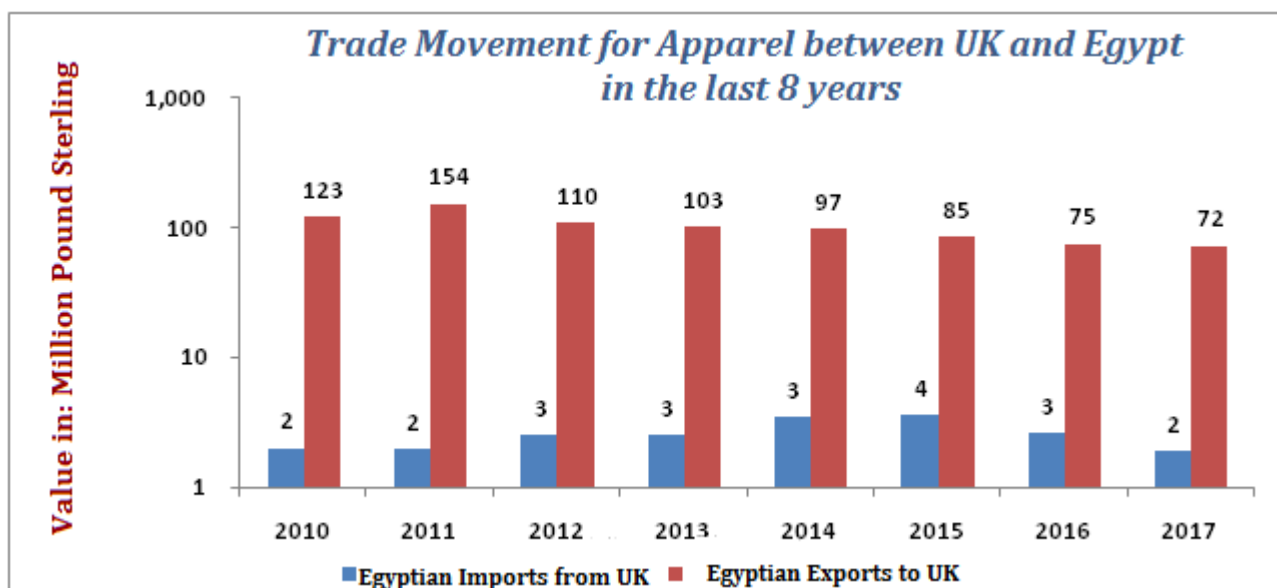


Unit : British Pound thousand		Imported value			Exported value		
Code	Product label	2015	2016	2017	2015	2016	2017
'6204	Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, ...	2,688,831	2,805,952	2,907,364	1,050,552	1,106,795	1,211,736
'6203	Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches ...	1,715,896	1,740,098	1,658,394	465,259	533,995	533,210
'6206	Women's or girls' blouses, shirts and shirt-blouses (excluding knitted or crocheted and vests)	765,778	807,178	850,542	254,973	250,718	273,805
'6202	Women's or girls' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, ...	605,567	694,631	735,416	287,681	330,778	300,192
'6201	Men's or boys' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, ...	469,129	523,559	607,923	188,669	214,190	228,134
'6205	Men's or boys' shirts (excluding knitted or crocheted, nightshirts, singlets and other vests)	717,389	654,458	607,048	187,552	174,600	179,754
'6212	Brassieres, girdles, corsets, braces, suspenders, garters and similar articles and parts thereof, ...	428,256	453,121	479,612	99,231	104,323	107,388
'6211	Tracksuits, ski suits, swimwear and other garments, n.e.s. (excluding knitted or crocheted) or not impregnated, coated, covered or laminated; ...	373,549	385,765	390,724	121,381	134,501	158,765
'6210	Shawls, scarves, mufflers, mantillas, veils and similar articles (excluding knitted or crocheted)	264,054	282,034	285,102	134,667	141,198	161,446
'6214	Babies' garments and clothing accessories of textile materials (excluding knitted or crocheted ...)	156,184	154,717	151,307	83,253	88,290	87,465
'6209	Women's or girls' singlets and other vests, slips, petticoats, briefs, panties, nightdresses, ...	135,217	123,507	118,929	38,504	31,425	26,613
'6208	Underpants, briefs, nightshirts, pyjamas, bathrobes, ...	63,053	72,362	68,921	18,737	21,255	21,080
'6217	Made-up clothing accessories and parts of garments or clothing accessories, of all types of ...	37,723	37,854	43,674	97,597	108,215	118,219
'6215	Ties, bow ties and cravats of textile materials (excluding knitted or crocheted)	35,735	35,053	33,421	17,668	18,017	18,458
'6216	Gloves, mittens and mitts, of all types of textile materials (excluding knitted or crocheted ...)	29,069	32,389	32,917	8,944	9,380	10,992
'6213	Handkerchiefs, of which no side exceeds 60 cm (excluding knitted or crocheted)	6,118	7,088	6,317	1,353	1,941	1,881
<b>Total</b>		<b>8,591,914</b>	<b>8,911,536</b>	<b>9,089,310</b>	<b>3,083,126</b>	<b>3,298,985</b>	<b>3,466,659</b>

#### 4- Trade Movement for Apparel between UK and Egypt in 2015-2017:

Egyptian exports for apparel to UK in 2017 amounted to 72 million pound sterling, decreased by 0.04% compared to 75 million pound sterling in 2016, while Egyptian imports from UK in 2017 amounted to 2 million pound sterling, decreased by 50% compared to 3 million pound sterling in 2016.

As a sign of the development of the trade movement between Egypt and UK of this item, it should be noted that the total Egyptian exports to UK from this chapter during the last eight years amounted to 820 million pound sterling; while during the same period, the imports amounted to 21 million pound sterling. Egyptian exports to UK in 2011 reached the highest value of 154 million pound sterling. The following figure shows the evolution of trade between Egypt and UK for apparel during the last eight years:



### a- Trade Movement for Apparel (Knits) between UK and Egypt in 2015-2017 :

The following table shows the trade movement for apparel(knits) between Egypt and UK, it noted that the Egyptian exports of this chapter amounted to 15 million pound sterling during 2017, topped by HS Code 6109 (T-shirts and Under shirts) with 7.913 million pound sterling.

Unit : British Pound thousand		United Kingdom's exports to Egypt			United Kingdom's Imports from Egypt		
Product code	Product label	2015	2016	2017	2015	2016	2017
'6109	T-shirts, singlets and other vests, knitted or crocheted	279	200	19	6,386	5,862	7,913
'6104	Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, ...	191	204	128	2,547	2,233	2,196
'6110	Jerseys, pullovers, cardigans, waistcoats and similar articles, knitted or crocheted (excluding ...	255	119	104	1,892	1,988	1,617
'6111	Babies' garments and clothing accessories, knitted or crocheted (excluding hats)	35	4	-	2,477	2,177	1,280
'6105	Men's or boys' shirts, knitted or crocheted (excluding nightshirts, T-shirts, singlets and ...	68	-	5	3,084	2,200	890
'6106	Women's or girls' blouses, shirts and shirt-blouses, knitted or crocheted (excluding T-shirts ...	60	35	23	410	322	471
'6108	Women's or girls' slips, petticoats, briefs, panties, nightdresses, pyjamas, négligés, bathrobes, ...	59	7	7	160	38	253
'6103	Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches ...	33	4	-	758	935	222
'6114	Special garments for professional, sporting or other purposes, n.e.s., knitted or crocheted	5	8	50	798	372	171
'6102	Women's or girls' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, ...	7	40	-	149	-	62
'6107	Men's or boys' underpants, briefs, nightshirts, pyjamas, bathrobes, dressing gowns and similar ...	27	1	5	16	63	49
'6115	Pantyhose, tights, stockings, socks and other hosiery, incl. graduated compression hosiery ...	31	18	6	46	28	29
'6112	Track-suits, ski-suits and swimwear, knitted or crocheted	25	19	-	-	-	8
'6101	Men's or boys' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, ...	182	-	23	69	89	6
'6116	Gloves, mittens and mitts, knitted or crocheted (excluding for babies)	24	30	78	9	4	-
'6113	Garments, knitted or crocheted, rubberised or impregnated, coated or covered with plastics ...	31	23	6	-	-	-
'6117	Made-up clothing accessories, knitted or crocheted; knitted or crocheted parts of garments ...	26	5	5	37	-	-
<b>Total</b>		<b>1,338</b>	<b>717</b>	<b>459</b>	<b>18,838</b>	<b>16,311</b>	<b>15,167</b>

### b- Trade Movement for Apparel (Woven) between UK and Egypt in 2015-2017:

The following table shows the trade movement for apparel (woven) between Egypt and UK; it noted that the Egyptian exports of this chapter amounted to 57 million pound sterling during 2017. Topped by HS Code 6203 (Men's suits and jackets) which amounted to 27 million pound sterling. Almost half of Egypt's apparel exports to UK during 2017.



Unit : British Pound thousand		United Kingdom's exports to Egypt			United Kingdom's Imports from Egypt		
Product code	Product label	2015	2016	2017	2015	2016	2017
'6203	Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches ...	81	46	5	22,856	29,172	27,022
'6204	Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, ...	1,125	1,000	874	40,732	27,534	26,020
'6205	Men's or boys' shirts (excluding knitted or crocheted, nightshirts, singlets and other vests)	48	51	7	912	417	1,450
'6211	Tracksuits, ski suits, swimwear and other garments, n.e.s. (excluding knitted or crocheted)	161	90	65	914	1,193	1,381
'6206	Women's or girls' blouses, shirts and shirt-blouses (excluding knitted or crocheted and vests)	285	244	150	188	797	667
'6201	Men's or boys' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, ...	12	1	-	20	17	505
'6209	Babies' garments and clothing accessories of textile materials (excluding knitted or crocheted ...	46	16	-	22	9	29
'6202	Women's or girls' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, ...	48	24	33	6	1	28
'6208	Women's or girls' singlets and other vests, slips, petticoats, briefs, panties, nightdresses, ...	8	-	2	30	5	12
'6210	Garments made up of felt or nonwovens, whether or not impregnated, coated, covered or laminated; ...	157	60	40	5	1	5
'6212	Brassieres, girdles, corsets, braces, suspenders, garters and similar articles and parts thereof, ...	16	9	-	1	1	5
'6217	Made-up clothing accessories and parts of garments or clothing accessories, of all types of ...	37	89	87	-	-	-
<b>Total</b>		<b>2,024</b>	<b>1,630</b>	<b>1,263</b>	<b>65,686</b>	<b>59,147</b>	<b>57,124</b>

## Technical requirements

UK applies its imports for apparel from the world to EU's requirements and legislations including the health and safety requirements.

In March 2019, UK is expected to be out from EU and will not follow the EU's requirements and legislations. This will lead to a change in dealing with the Egyptian products.

Apparels exporters and importers in UK works according to the technical committee of the European Clothing Association's quality standards like:

- ISO 3759, 5077, 6330.
- Washing/tumbling.
- Colour fastness.
- ISO 105.
- ISO 3758.
- Care Labeling.

And other standards you could find through these websites:

[www.iso.org](http://www.iso.org), [www.standarduk.com](http://www.standarduk.com)

## Tariffs on Egyptian Exports for apparels:

Egyptian exports for apparels exempt from tariffs under EU agreement, the following table shows UK tariffs on apparels:

HS Code	Tariff applied on imports from outside EU agreement	Tariff applied on Egypt under EU agreement
6101	12%	0
6102	12%	0
6103	12%	0
6104	12%	0
6105	12%	0
6106	12%	0

6107	12%	0
6108	12%	0
6109	12%	0
6110	12%	0
Except 6110111000	10.5%	0
6111	12%	0
Except 6111201000 6111901100 6111301000	8.9%	0
6112	12%	0
Except 61124910 61124110 61123910	8%	0
6117	12%	0
Except 6117801000	8%	0
6201	12%	0
6202	12%	0
6203	12%	0
6204	12%	0
6205	12%	0
6206	12%	0
6207	12%	0
6208	12%	0
6209	10.5%	0
6210	12%	0
6211	12%	0
6213	10%	0
6214	8%	0
6215	6.30%	0
6216	7.70%	0
6217	6.30%	0
Except 6217900000	12%	0

### Distribution Channels:

- M&S chain owes the largest share in UK market followed by: Next, Asda, New Look, Matalan, Arcadia, Primark, Tesco, and others.
- The previous chains witness a drop due to the Online shopping websites like: Amazon, EBay, and Bohoo.com.
- Regarding the Retailers, they still owe distinctive position in the UK market like: Ted Baker, H&M, JD Sports, and Inditex.

### Recommendations:

- British consumer always looking for new styles with high quality, which will open more opportunities to the importers and the suppliers.
- It is very important to adhere the accuracy and the continuity of supplying products

according to the agreed standards to win the British importer confidence.

- Also you have to participate in the international exhibitions which periodically organized in UK and joined by producers and importers in UK, Specialized exhibitions are recognized through these following website:
  - ❖ [www.moda-uk.com](http://www.moda-uk.com)
  - ❖ [www.ntradeshows.com/fashion/united-kingdom](http://www.ntradeshows.com/fashion/united-kingdom)
- Prepare electronic catalogues for the apparel products.
- Subscribe on the specialized magazines and websites for apparel like:
  - ❖ [www.glamourmagazine.co.uk](http://www.glamourmagazine.co.uk)
  - ❖ [www.cosmopolitan.com.uk](http://www.cosmopolitan.com.uk)
  - ❖ [www.look.co.uk](http://www.look.co.uk)