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The U.S. Market for Plus-Size Apparel

The average woman wears a size 14.

62% of American women wear a size 12 or above.

Why is the focus of the fashion industry a size 6?

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Representing over 600 hours of research, analysis and execution, **The U.S. Market for Plus-Size Apparel** provides profiles of many of the industry leaders, as well as in-depth coverage of market information such as:

- New product development
- Mergers and acquisitions
- Consumer attitudes
- Demographic data
- Advertising & promotion trends
- Sales by distribution channel
- Market share

For years women have meekly accepted the frumpy fashions foisted upon them by marketers of plus size fashion, sometimes even resorting to wearing men's clothes or maternity apparel. In the last ten years, however, college educations and high-paying jobs have helped boost self-esteem in this population, creating a confident and demanding consumer who knows what she wants. Today, as high profile plus-size celebrities and glossy magazines filled with size 14 models are gaining popularity, the tremendous market potential of plus-size clothing is finally getting attention. Total retail sales for the year 2000 reached almost \$32 billion, or 30% of the women's clothing market, and major fashion houses have jumped to find attractive, fashion conscious options for the larger woman. The industry has a financially secure audience that has proven to be very brand loyal, as well as sales records that soar compared to other market segments.

The latest industry research from Packaged Facts, **The U.S. Market for Plus-Size Apparel**, covers all of the dynamic elements which are driving this market and offers detailed tracking and explanations of the varied trends the industry is experiencing. The U.S. Market for Plus-Size Apparel provides the necessary insight into the current and projected market that will help executives formulate on-target business plans, execute the right marketing strategies, and budget resources properly.

For example, read how:

- Mainstream fashion designers are capitalizing upon the demand for fashionable, well-fitting clothing in plus-sizes.
- The supersize category has only recently been recognized as an important growing market segment.
- Sex sells – even in the plus size market - and retailers are increasingly using sexy advertising to sell lingerie that is cut to flatter the larger female figure.
- Frustration with the retail shopping experience has created a spirit of loyalty among plus-size consumers for those stores that cater to their specific needs.

The U.S. Market for Plus-Size Apparel

Call Robin Motton today at 1-800-298-5699 x2619 or email rmotton@MarketResearch.com and our dedicated consumer products specialist will be happy to answer any questions that you have about this report. A preliminary table of contents appears below. Upon publication, a complete Table of Contents is available FREE. To view the complete table of contents for online, go to www.MarketResearch.com and type in the publication ID LA376082 into the search box. Or call our customer service hotline at 1-800-298-5699 to request your copy.

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Also check out these related studies:

The Plus Size Market
Publication ID: RF98 July, 2000

Outsize Clothing
Publication ID: GN426779 December, 2000

Clothing Retailers in the USA
Publication ID: EP687039 June, 2001

Plunkett's Retail Industry Almanac 2001-2002
Publication ID: PLK329198 June, 2001



SCOPE & METHODOLOGY

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