

Introduction

This report has been written to research the current lingerie market as well as the surrounding market environment. It aims to explore the issues faced by consumers in the current market, and looks to begin developing a new concept for a brand.

The main primary research methodology used throughout this report is questionnaires composed to gain primary insight into the consumers who buy lingerie, their attitudes, lifestyle, and buying motives. Three questionnaires were composed. From this insight, a profile of the demographic groups could be built, as well as ideas proposed which would perhaps solve the current issues they find when shopping for lingerie.

Secondary research methods have included reading and analysing reports from Mintel, including the Underwear 2013 report. This was a very helpful source of information, as it is completely up-to-date for the sector.

Lingerie Insight was also helpful for any new happenings in the industry, as it is updated on a daily basis. This helped when looking at market trends, and retailing. WGSN was also a good secondary source for trends as well as images.

Limitations included organising and arranging a focus group at a time that fitted in with the respondents availability, finding market sector shares for different brands, and the timescale in which it had to be written.

