

Research Note: Pandemic and Clothes Sizes

Source: Survey of 1,250 US Consumers Balanced To Census

For a large group of consumers, clothing size has shifted during the pandemic

- Over 40% of respondents said their clothing size has changed since the start of the pandemic (more likely to have gotten bigger, 28.3%, than smaller, 14.4%).
- Cohorts most likely to have size changes include 35-54 year-olds, respondents with HHI of \$100k+, and respondents who say Target and Amazon would be among the three retailers they are most likely to use if they needed to buy clothing today.

For most who have shifted sizes, they have bought or will need to buy new clothes as a result

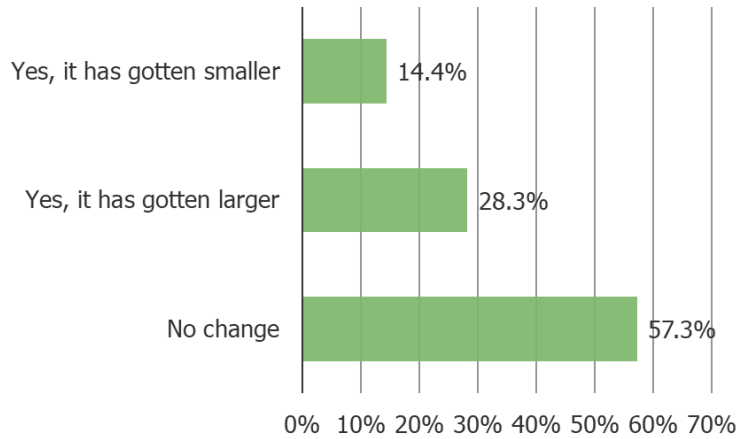
The majority whose size has changed said they either have bought or will need to buy new clothes as a result of their size changing.

Casual clothing and athletic clothing are most likely to be in demand from those with a size change

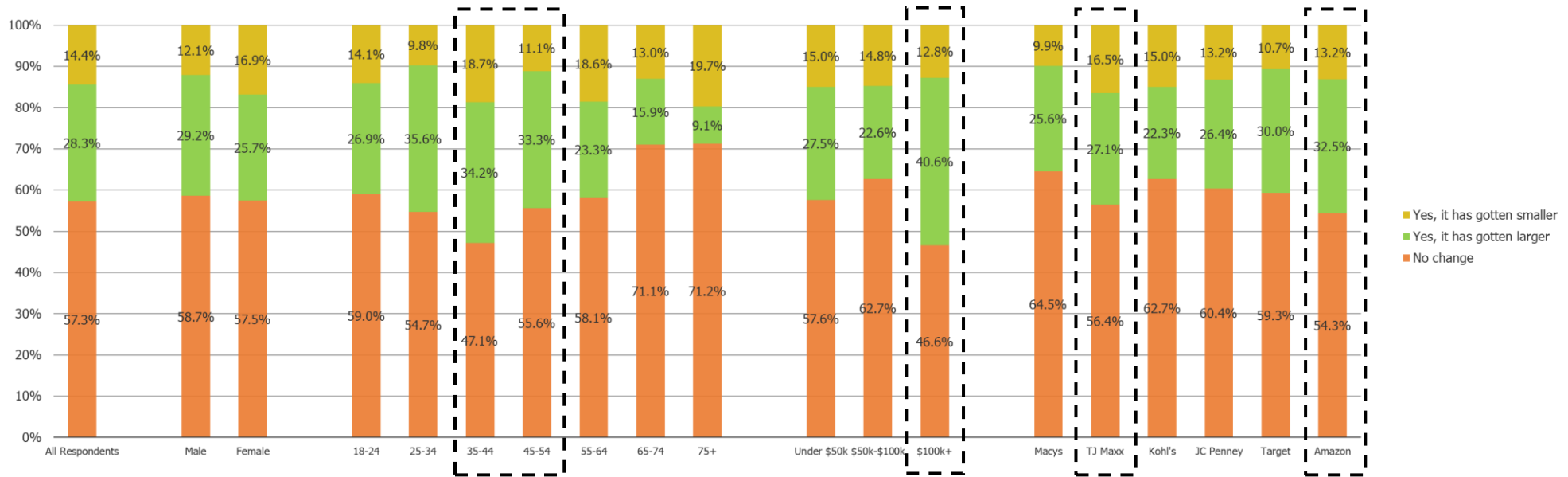
Casual clothing and athletic clothing are the most likely categories to have been purchased/will be purchased by those who have experienced changes in their clothing size during the pandemic.

Has your clothing size changed since the start of the pandemic?

Posed to all respondents.



Cross Tabs

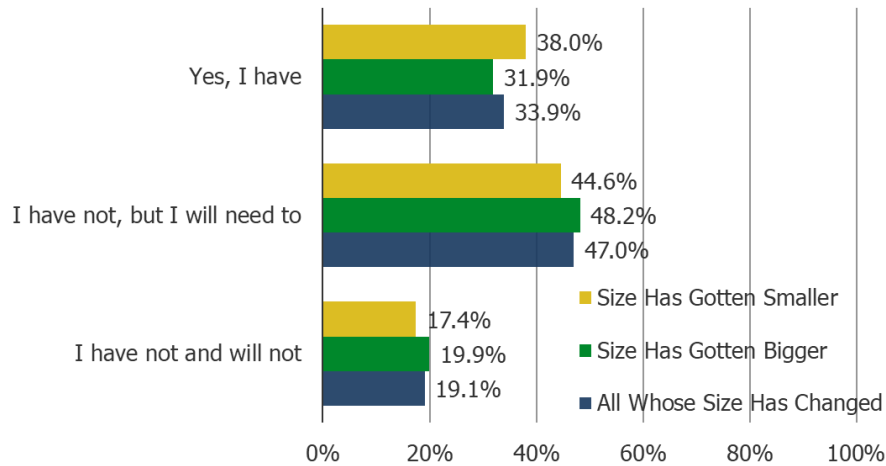


Respondents Who Said These Would Be Among The Most Likely They Would Shop If They Needed To Buy Clothing Today

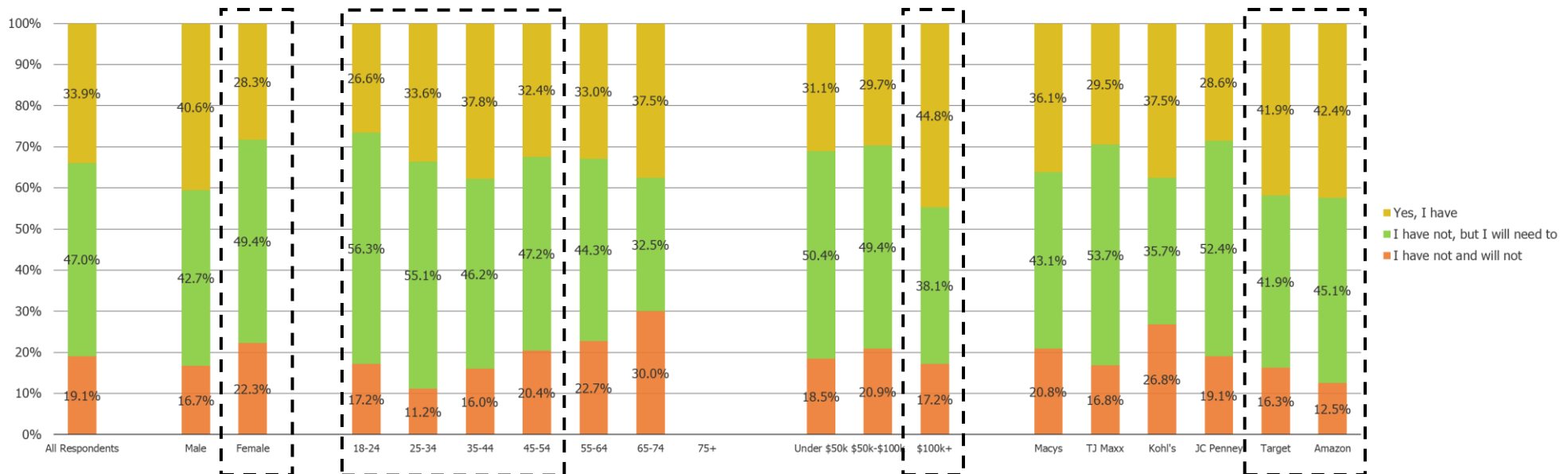


Have you bought any new clothing as a result of your size changing?

Posed to respondents who said their size has changed during the pandemic (larger or smaller)



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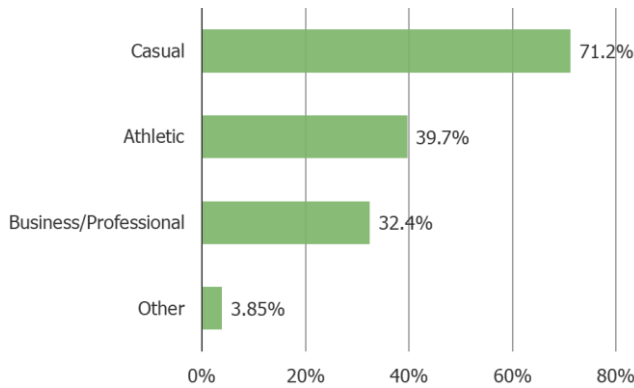


Respondents Who Said These Would Be Among The Most Likely They Would Shop If They Needed To Buy Clothing Today

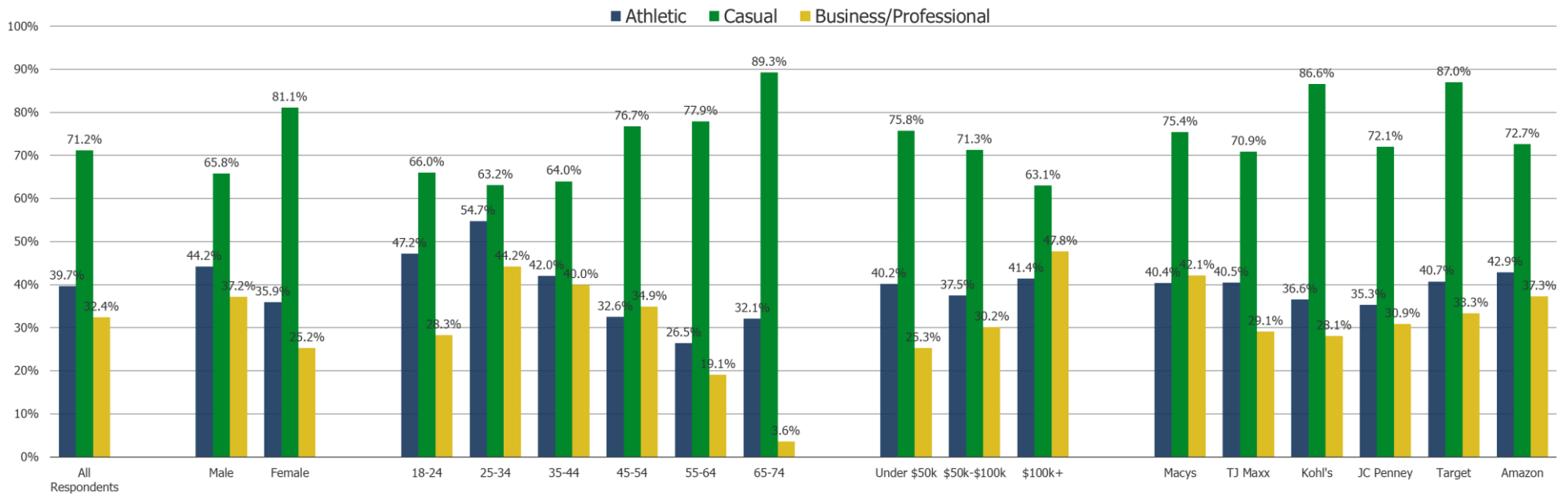


What types of clothing have you needed to / will you need to buy? (Select ALL that apply)

Posed to respondents who said their size has changed during the pandemic (larger or smaller) AND said they have bought or will need to buy new clothing.



Cross Tabs



Gender

Age

Income

Respondents Who Said These Would Be Among The Most Likely They Would Shop If They Needed To Buy Clothing Today

