

# RetailX UK Fashion Ecommerce Sector report 2023

The RetailX Ecommerce Sector Report series offers a retail-focused overview of the state of commerce in a range of sectors, both globally and by country, blending data from ecommerce and trade associations with national and government data, our own research and other sources.

**61%**

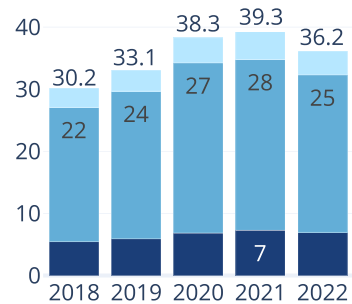
of UK fashion shoppers do it online

**75%**

of UK online fashion shoppers do it on mobile

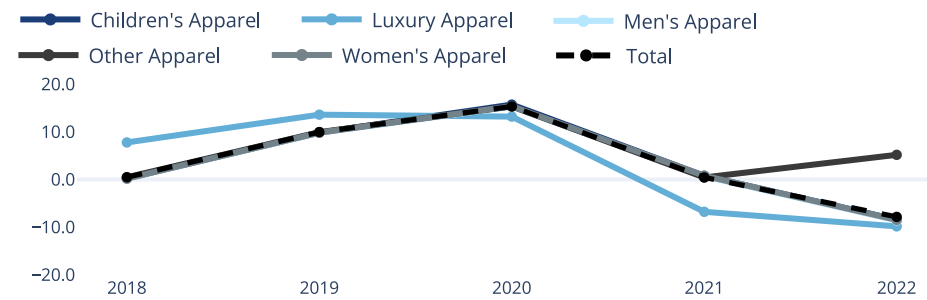
Fashion ecommerce revenue in the United Kingdom (£bn), 2017-2022

- Footwear
- Apparel
- Accessories



Source: Statista Digital Market Insights © RetailX 2023 RXSFSUK23RP-1-v7

Apparel percent change in fashion ecommerce revenue in the United Kingdom (%), by category, 2018-2022



Source: Statista Digital Market Insights

© RetailX 2023 RXSFSUK23RP-8-v3

Footwear percent change in fashion ecommerce revenue in the United Kingdom (%), by category, 2018-2022



Source: Statista Digital Market Insights

© RetailX 2023 RXSFSUK23RP-11-v4

The UK fashion sector turned over £36.2bn in ecommerce revenues in 2022, noticeably down on 2021's peak of £39.2bn and behind the surge seen in the early days of the pandemic in 2020. It is, however, trending above the £33.1bn seen pre-pandemic in 2019.

Download the full report: [internetretailing.net/report-hub/uk-fashion-report-2023/](https://internetretailing.net/report-hub/uk-fashion-report-2023/)



**53%**

are prepared to pay more for ethical and sustainable fashion

**42%**

of UK online fashion shoppers have purchased goods through social media

**80%**

say easy returns are important or very important

Sponsored by

