

The U.S. Plus Size Market: Clothing, Products & Services

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Table of Contents

Page

Introduction & Study Scope

Study scope and methodology, sources used 1-3

Executive Overview of Major Findings 4-17

Highlights of all report chapters: nature & definition of the market, market potential/no. of plus size Americans, key demand factors, changing attitudes toward the obese, market size (1995-2020 F: total and by segments- clothing, modeling agencies, dating services, books, magazines, websites, medical equipment, household items), 2015-2016 outlooks and forecasts for each segment, market structure, list of major competitors.

Summary & Nature of The Market 18-24

- Definition/list of products and services catering to the obese
- why information is difficult to obtain
- where regular sizes end and plus sizes begin
- status of the size acceptance movement
- changing attitudes of retailers & designers - discussion
- key consumer age groups
- why plus size clothes are harder to make
- growth rates vs. all retail sales
- obstacles to growth, historical stigmas
- the move to online sales and more customization
- why 2015 was a watershed year
- evolution of fashion trends.

Demand Factors – Plus Size Demographics 25-32

- Summary: market potential, based on no. of obese U.S. women vs 15 years ago.
- Reasons why plus size women account for a small share of retail clothing sales despite their numbers
- Size of the average American woman, how that has changed
- CDC data & demographics of obesity (by states, regions, race, age, income, education).

Tables:

- Number and percent of U.S. women who are obese: 2013
- Prevalence of obesity among adults, by select characteristics: 2013
- Prevalence of obesity among adults, by state & region: 1995-2013
- Measurement trends in women's average dress size

Market Size & Growth, Market Segments

33-63

- Summary & market definition

Market Segment Analyses

The Plus Size Clothing Market

- Profiles of the plus size customer
- Discussion: why this is a growth market for next 5 years
- Demand factors and why retailers have fallen short
- Survey findings from NPD Group, Modcloth, others
- Market Size: estimates by A.T. Kearney, IBIS World, NPD Group
- Market mix by type of clothing
- **Market value** & performance/growth in 2015, 2016
- 2020 market forecast by Marketdata
- NPD Group press releases and data on market size for 2014 & 2015:
Discussion of market segments by age group, trends, e-commerce sales.

Tables:

- Size of U.S. women's plus size apparel market: 2010-2019 F (A.T. Kearney)
- The TOTAL plus size market: clothing, products, services: 1995-2020 F (Marketdata estimates)

Non-Clothing Plus Size Products & Services Markets

Gadgets & Household Accessories Market

- Summary: who sells these items, Amplestuff catalog
- Seat belt extenders market potential
- List of the major accessories competitors
- Findings of phone interview with Bill Fabry, CEO of Amplestuff
- Company profile: Living XL (Casual Male) – sales, items sold
- **Market value**: 2015, Marketdata estimate

Modeling Agencies Featuring Plus Size Women

- Criteria to be a plus size model, survey by Plus Model magazine
- Pay rates for models
- Market size estimate, based on public co. revenues for Wilhemina and 17 other agencies: 2015, 2020 revenue forecasts

Dating Services

- Total online and off-line dating services industry and estimated share for plus size clients (websites, matchmakers, dating coaches, singles groups)
- **Market value:** 2015, 2020 F
- List of plus size dating organizations, by state.

Medical Equipment Market: Bariatric Beds, Lift Systems, Wheelchairs

- Scope of obesity in America, increasing need for custom equipment in hospitals and the home for the obese
- Global hospital beds market – market research firm estimates
- **Market value:** Marketdata estimates of bariatric beds & lift systems Sales, by major mfrs. (Stryker, Hill-Rom, Size Wise, others): 2015, 2020F
- List of wheelchair mfrs.
- Company Profile: Stryker (products sold, 2015 sales)
- Company Profile: Hill-Rom (products sold, 2015 sales)
- Company Profile: SizeWise (products sold, 2015 sales).

Plus Size Books & Videos Market

- Discussion of niche, small market
- Market value estimate
- List of some published books dealing with size acceptance (36 titles)

Plus Size Furniture Market

- Summary
- List of mfrs. of beds, office furniture, etc.

Plus Size Magazines, E-zines, Newsletters & Resource Guides

- Status of Plus size magazines: which ones went out of business, which ones remain
- Interview with Editor of leading magazine: Plus Model Magazine – circulation, annual plus size events in NYC.

Profiles of The Major Plus Size Retailers

64-73

Profiles (company address, description, plus size brands, financials if available) for:

- Eloqui
- H & M Plus
- J.C. Penney
- Target
- Modcloth
- Sears
- Ashley Stewart
- Lane Bryant (Ascena Retail Group)
- Catherine's (Ascena Retail Group)
- Hot Topic
- Torrid
- Forever 21
- Wet Seal
- Charlotte Russe
- American Eagle Outfitters

Plus Size Models & Modeling Agencies

74-85

- Summary & history of the business, what designers look for
- Avg. salaries of top models
- Reasons for greater use of plus size models
- Comments by personnel at leading agencies, Miss Plus USA beauty pageant, Directory publishers, etc.
- Brief bios of some leading plus size models: Emme, Kate Dillon Levin, Lara Johnson, Marquita Pring, Tara Lynn, Whitney Thomson, Ashley Graham
- List of 22 top plus size models
- History & development of plus size modeling agencies since 1980s, Wilhemina, Ford Models
- Company Profile: Wilhemina ten20 Division (public co. revenues in 2015, Outlook, main competitors, status of the business, no. of models, clients)
- **Market Size**: Marketdata actual sales and estimates for Wilhemina, JAG Models, ING, Ford Models, Elite Models, 13 other agencies, total market: \$ size in 2015, 2020F.
- Address list of the top plus size modeling agencies.

Reference Directory of Market Information Sources

86-93

Directory of retail and plus size trade associations, magazines, reports, published articles, websites, events, consultants and analysts, etc. – address/contact info.