

# UK Fashion Market Shake-Up: Sustainability Surges & Shoppers Go Value-Hu

Fashion Trends · Answer Key · 8 Questions

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**1. What is a primary driver for the growth of the sustainable fashion market in the UK?**

- A) Increasing demand for fast fashion.
- B) Rising consumer awareness of environmental and social impacts.**
- C) A decline in online shopping.
- D) Reduced government regulations on fashion production.

**2. How have recent economic shifts, such as inflation, affected UK consumer spending on clothing?**

- A) Consumers are spending significantly more on luxury items.
- B) Discretionary income for non-essential purchases like clothing has decreased for many.**
- C) There has been no noticeable impact on clothing spending.
- D) Consumers are exclusively buying new fast fashion items.

**3. Which segment of the fashion market is experiencing significant growth due to consumers seeking value and sustainability?**

- A) New high-end designer collections.
- B) The fast fashion market.
- C) The resale (second-hand) market.**
- D) Luxury vintage clothing only.

**4. What is a key trend in UK fashion consumer behaviour, particularly among younger generations like Gen Z and Millennials?**

- A) A sole focus on acquiring the latest fast fashion trends.
- B) Prioritizing value-driven and sustainable purchases over quantity.**
- C) A complete shift away from online shopping.
- D) A preference for exclusively purchasing from large, traditional department stores.

**5. What percentage of UK fashion brands invested in circular economy initiatives in 2025?**

- A) Approximately 15%
- B) Approximately 73%**
- C) Approximately 30%
- D) Less than 5%

**6. What is a significant factor contributing to the growth of the resale market in the UK?**

A) A decrease in the availability of online platforms.

**B) Growing consumer awareness of fashion's environmental footprint.**

C) Increased prices for new clothing making resale less attractive.

D) A lack of interest in unique or vintage items.

**7. Which of the following best describes the current trend in UK fashion consumer preference regarding shopping channels?**

A) Consumers exclusively shop online.

**B) Consumers have returned to physical stores for a significant portion of their fashion purchases, often seeking an experience.**

C) Consumers only shop via social media.

D) Consumers have completely abandoned physical retail.

**8. In 2025, what was the projected share of online sales within the total UK apparel market?**

A) Around 30%

**B) Approximately 73%**

C) Around 50%

D) Less than 20%