

The UK Fashion Jungle - a Data-Driven Reality Check

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Executive Summary: The Brutal Truth

The UK online fashion market is basically a noisy party where everyone's wearing the same outfit.

ASOS, Stradivarius, and Topshop are screaming mid-tier prices at each other (£20-£50 zone), while premium brands are sipping champagne in the corner - calm, expensive, and unbothered.

Our mission? Find a quiet corner in the chaos.

Spoiler: it's called **Activewear**, and almost no one's there.

Business Scenario: Enter the Brave Startup

A hypothetical fashion startup (let's call it *FlexWear*) wants to crash this overcrowded party.

They need to figure out:

- Where's the space to stand without being shoved by 20 other brands?
- How much should they charge before people scream "too expensive"?
- What part of the UK won't roll their eyes at another beige trench coat?

Target Stakeholder: **A slightly sleep-deprived Strategy Head who wants a simple, data-backed "go or no-go."**

Dataset: The Fashion Buffet

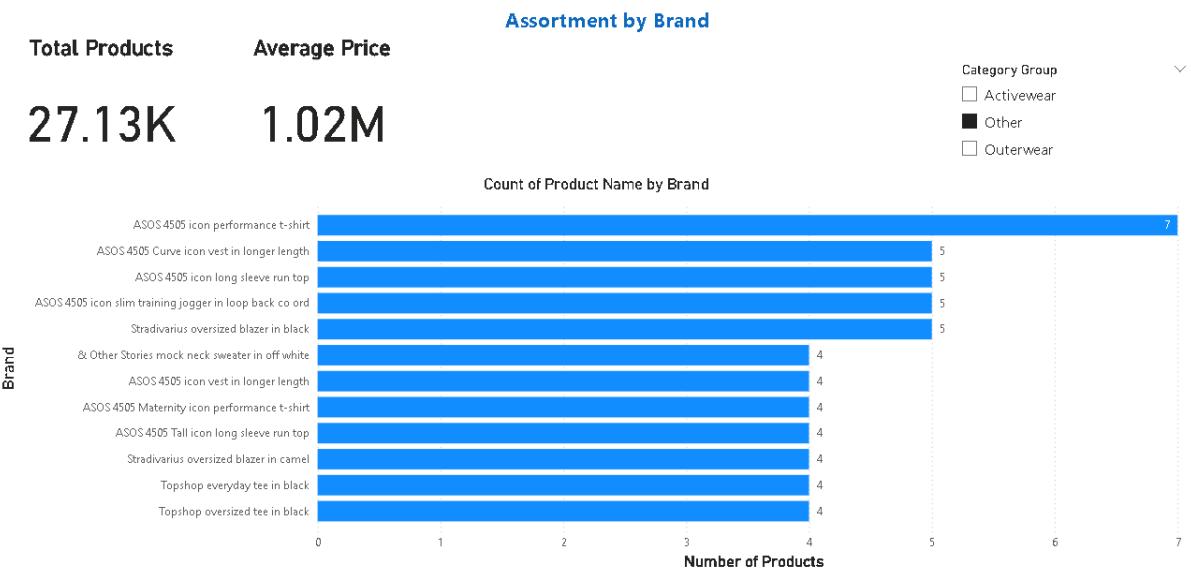
- Source: **ASOS Product Listings (≈30,000 items)**
[<https://www.kaggle.com/code/rajatraj0502/asos-e-commerce-dataset-30-845-products/input>]
- Columns: Brand, Price, Product Name, Description, Category
- Cleaning:
 - Converted "From 42.50" → **42.50**, because data doesn't understand English sarcasm.
 - Killed off null rows (RIP useless data).
 - Grouped products into **Low, Mid, Premium, and High-End**.

Tools: Power BI (and patience).

The Competitive Wall of Noise (Brand vs Product Count)



UK Fashion Market - The Good, The Bad, and The Overpriced



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Observation:

ASOS 4505 is practically yelling. 7+ products in performance wear, and that's just one line.

Stradivarius, Topshop, and & Other Stories follow, flooding the mid-tier market like it's the Black Friday sale every day.

Insight:

The mid-tier fashion battlefield is overrun.

If you enter here, bring body Armor and deep discounts.

The Pricing Pyramid Scheme (Price Distribution)



Finding:

- £20-£50 → 16.6K products (the noisiest floor).
- £50-£100 → only 5.3K (the cool, semi-lux crowd).
- £100+ → 1.5K (the minimalist luxury monks).

Absurd Truth:

Everyone's trying to be affordable. Nobody's trying to be *valuable*.

Strategic takeaway:

FlexWear should go for the £50-£80 range - expensive enough to sound legit, cheap enough to feel accessible.

Market Saturation Heatmap: Where the Chaos Lives

Category vs Price Band Heatmap

Category vs Price Band - Market Saturation Map						Brand
Category Group	High-End	Low	Mid	Premium	Total	
Activewear		78	74	8	160	
Other	1012	6383	15535	4201	27131	
Outerwear	469	84	1036	1091	2680	
Total	1481	654	1664	5300	29971	

Category	Observation	Translation
Activewear	Barely exists (only 160 products)	Opportunity screaming for attention.
Other (General Fashion)	27K products fighting for survival	The Hunger Games of online retail.
Outerwear	Balanced spread, leaning premium	Respectable. Sophisticated. Hard to enter.

Insight:

The universe is telling you to skip another “cute top” brand and build something people can *sweat in*.

Strategy - The Absurdly Logical Playbook

Step	Strategy	Why It Works
1	Enter through Activewear	Lowest noise, highest demand growth
2	Price between £50-£80	Sits in the “looks premium, feels affordable” zone
3	Talk Sustainability	Because nothing sells like guilt-free spandex
4	Influencer Collabs, not Discounts	Discounts attract bargain hunters; influencers attract loyalty

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Expand to **Outerwear later**

Once brand credibility = earned, jackets = profit

Absurd but True Conclusion

The UK fashion market doesn't need another £25 trench coat.

It needs **Activewear that doesn't look like gym punishment.**

The numbers whisper (no, they scream):

"Stop following the herd. Be the yoga mat in a sea of skinny jeans."