Lingerie sales surge by 300% as UK lockdown eases

By Barbara Santamaria - June 4, 2020

New data has revealed that the relaxation of lockdown rules has prompted a sharp increase in lingerie sales in Britain.

According to data from retailer Missguided, lingerie sales have spiked by a huge 300% compared to last year, with shoppers across the UK swapping their WFH uniform of casual clothes and loungewear for lacy looks.

According to the retailer’s sales data for the March-May period, searches for lingerie terms have surged across the country, with Manchester leading the way with a 356% increase.

Searches in Cardiff, Bristol, Newcastle, Birmingham, Nottingham, London and Liverpool have also increased by more than 300% since the start of the lockdown.

What are shoppers buying online ahead of further easing of restrictions? Sales of black bodysuits have increased by 17.5% in Manchester and 22% in Glasgow, while black bras are a bestseller among customers in Newcastle (up 21%) and Bristol (up 18%).

Additionally, red lingerie is proving popular in Cardiff and London, with a 11% and 10% sales increase, respectively.

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