

SHOPPING FOR KIDS: SNEAK PEEK INTO HOW UK PARENTS FIND THE PERFECT FIT!



A ROLLERCOASTER OF JOYS AND JITTERS

Shopping for kids' clothes stirs emotions—joy, pride, and at times, stress! Parents seek comfort, cute designs, and practicality, but shopping for children's clothes isn't just about ticking off a list; it's an emotional journey. The experience swings from delight—seeing your child's face light up—to frustration, especially with sizing inconsistencies and overwhelming choices.

“I enjoy picking out cute and comfortable clothes for my children. It makes me happy to see them looking nice and feeling good in what they wear.”
(Female, 26)

“Some time sizes of clothes differ. The sizes you see online are different from reality.”
(Female, 33)

“It's a challenge picking things we both like as she is older.” (Female, 47)

CHILDREN'S VOICES IN THE SHOPPING AISLE

Kids are the real trendsetters! Children's opinions carry weight; many parents won't buy without their child's approval. Shopping alongside children can impact both product selection and the shopping atmosphere. Sometimes, children's input leads to budget-busting or surprise purchases.

“I always ask them what they want and will rarely buy anything without getting approval first.”
(Female, 38)

“Their presence helps me see more options to choose from.” (Female, 35)

“The challenges are that he demands for me even not knowing if I have the money or not.” (Female, 33)

SHOPPING SOLO VS. WITH KIDS

Shopping with children can be joyful (input, bonding) or stressful (distractions, demands). Shopping alone is faster and less chaotic, but risks missing out on children's preferences.

There's no one-size-fits-all! Parents strategically pick their shopping "team" to match their mission for the day.

"I prefer shopping for my children's clothes without them because it's quicker and less stressful." (Female, 26)

"I prefer shopping with them, their presence helps me see more options to choose from." (Female, 35)

"Less screaming cause kids can be touchy at malls, touching stuff and that." (Female, 27)

ONLINE VS. IN-STORE: THE TWO-TRACK SHOPPING ADVENTURE

Online shopping is celebrated for convenience, variety, and doorstep delivery. Physical stores win for trying on clothes, experiencing fabric quality, and real-time decision-making. Parents are digital-savvy but still crave tangible experiences—feeling fabrics, trying sizes, and getting instant gratification. Hybrid shopping rules the day!

“Online offers convenience, price comparison, and reviews.” (Female, 37)

“I prefer physical stores as you can browse what they have easier and feel the quality.” (Female, 37)

“Online shopping provides lots of choice, promotions, deals and varieties but unable to try the product on.” (Female, 31)

ONLINE SHOPPING: PERKS, PITFALLS, AND POWER MOVES

Online is a go-to for busy schedules, wide choices, and last-minute deals. Pitfalls include sizing uncertainties, delivery woes, and the gamble of unseen fabrics. Online shopping is a lifesaver for time-poor parents, but comes with its own set of anxieties. Parents have developed hacks—like buying extra sizes and relying on robust return services.

“I usually prefer shopping online because it’s quicker and I can see more options.”
(Female, 26)

“I just go one size up usually and send items back if they don’t fit.” (Female, 34)

“The major challenges I had faced with online shopping was purchasing a dress not the right size for my child and delay in delivery.” (Female, 33)

IN-STORE EXPERIENCES: SENSORY SHOPPING & INSTANT WINS

Feeling the material, assessing quality, and trying clothes on are top draws. Physical stores offer instant purchase and the joy of spontaneous discoveries. Children's participation in-store often leads to memorable (and sometimes chaotic) experiences.

“I love purchasing in physical stores because I get to see the sizes that will fit my kids.” (Female, 27)

“They get to try different things on and go with their choice.” (Female, 29)

“It's all there in front of you and not sitting scrolling, you're actually there together.” (Female, 37)

Online

vs

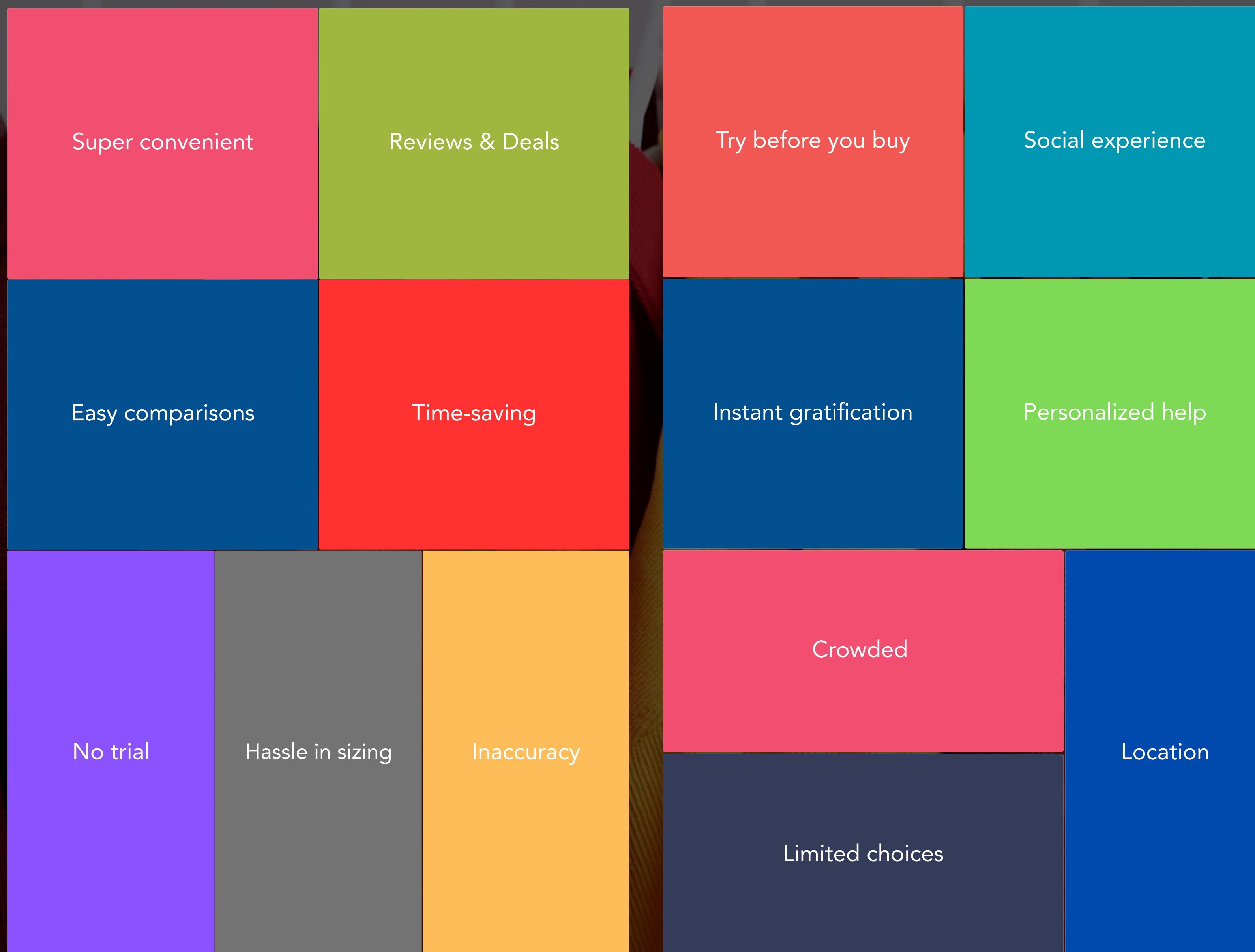
Offline

Super convenient	Reviews & Deals	No trial	Hassle in sizing/r...	Try before you buy	Social experience	Crowded	Limited choices
Easy comparisons	Time-saving	Inaccurate descriptions		Instant gratification	Personalized help	Traveling to location	

Online

vs

Offline



NAVIGATING SIZING AND FIT CHALLENGES

Sizing inconsistencies are a top frustration, particularly online. Strategies include buying known brands, using size charts, or bringing children along. Fit is everything! Parents dread returns and wasted money; they employ clever tactics to get it right the first time.

“I focus on the fabric. I focus on cotton because they are soft and good for children.” (Female, 27)

“I compare the size with what they have at home.” (Female, 29)

“The sizes you see online are different from reality.” (Female, 33)

SHOPPING MALLS: ALL-IN-ONE WONDERLANDS OR PAST THEIR PRIME?

Malls are loved for diverse stores, food courts, and family-friendly perks. Some parents find malls less appealing now due to crowdedness, store closures, or post-pandemic changes. Malls can be a one-stop-shop for family needs and fun, but their appeal hinges on variety, convenience, and atmosphere.

“They offer a variety of styles and brands in one place.” (Female, 37)

“It was full of shops a few years ago but everything changed after Covid.” (Female, 31)


WHAT WINS PARENTS' HEARTS

Quality, variety, friendly staff, and value-for-money drive loyalty. Loyalty programs and discounts provide an extra nudge, but aren't the main reason for repeat visits. Above all, parents are pragmatic but loyal—quality and service win them over, but they're not afraid to vote with their wallets if standards slip.

“Variety, location, customer service and good value for money is what brings me to a store.”
(Female, 30)

“Stores can earn my loyalty by making sure there's lots of options to choose from, their prices are budget friendly and they also have recyclable materials.” (Female, 33)

STORES TO VISIT

NEXT	Variety, quality, colourful designs, reliable sizing
M&S	Quality, comfort, fabric, consistent sizing
PRIMARK	Affordability, selection for all ages, fast fashion
H&M	Style, comfort, quality, fashion-forward
TESCO	Value, variety, convenience (shop with groceries)
ZARA	Trendy designs, customer service
GAP KIDS	Durability, comfort, especially for denim
 Morrisons	Variety, location, customer service, good value

STORES TO VISIT

NEXT	Quality, variety, reliable sizing, quick delivery, click & collect
SHEIN	Low prices, huge variety, trendy, frequent sales, vouchers
M&S	Quality, sizing confidence, fast delivery, smooth online experience
H&M	Stylish, comfy, reliable sizing, easy returns
ASDA George.	Value, practical options, reviews for guidance
amazon	Wide range, convenience, easy returns, good customer service
adidasNIKEZARA	Quality, innovation, trendy brand appeal, loyalty programs, special offers

SWITCHING SIDES: WHAT MAKES PARENTS CHANGE STORES OR PLATFORMS?

Better deals, improved quality, and superior service prompt changes in loyalty. Poor experiences (bad service, sizing issues, lack of variety) push parents to look elsewhere. Promotions, discounts, and loyalty perks can lure parents to try new options.

“If the quality goes poor or the prices really hike up.” (Female, 42)

“If I find stores that offer better quality clothes, more variety, or better prices, I might switch.” (Female, 26)

“If a store I have been loyal to has poor customer service, a frustrating return process, or higher prices without offering much in return, I would consider shopping elsewhere.” (Female, 26)

FINAL NOTES

Amp Up Clear Sizing & Fit Tools

Interactive, visual size guides, “fit finder” quizzes and height/weight-based recommendations.

Make Shopping Magical for Kids (and Easy for Parents)

“Kids’ pick” sections, displays or digital kiosks where children can select or vote for their favorite styles. Child-friendly browsing modes or wishlists.

Loyalty, Rewards & Surprise Moments

Bookable in-store style consultants for families, online chat with real experts answering questions.

Go Beyond the Basics With Variety & Personalization

Limited-edition collections with diverse, fun designs

Make Physical Stores Worth the Trip

Play areas, child-friendly mirrors, “try-on” photo booths, and chill zones for parents.

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