# Shein’s UK push tests whether scale can withstand scrutiny and rising costs



Shein’s UK arm reported another year of rapid growth, with sales jumping to roughly £2.05 billion in 2024 and pre‑tax profits rising to about £38.3 million — increases of roughly a third and more than half respectively. According to company filings reported by Reuters and industry coverage, the results underline how the online fast‑fashion platform has translated aggressive pricing and heavy promotion into sustained market share gains in Britain’s highly competitive online clothing market.

The company has backed its digital reach with a growing on‑the‑ground presence. Filings and retail reports note new offices in King’s Cross, London, and Manchester, alongside a Liverpool pop‑up and a seasonal Christmas bus tour designed to put products in front of shoppers who might otherwise buy only via the app. Liverpool One’s event listing confirmed a spring pop‑up showcasing multiple Shein lines and experiential activations, signalling the brand’s intent to convert app traffic into real‑world engagement.

Analysts say Shein’s low‑price strategy, rapid product churn and frequent promotions have helped it take share from incumbent online retailers such as ASOS and Boohoo. Coverage in trade press and national titles points to Shein’s expansion beyond apparel into categories such as beauty and homewares — a diversification that, combined with its scale and speed to market, has intensified pressure on established players across the value segment.

Despite the upbeat numbers, the company has warned that macroeconomic pressures could blunt future momentum. The filings cited by Reuters and reported more widely state that higher inflation and the rising cost of living may alter customer purchasing habits, a caution that reflects wider concerns across the retail sector about how discretionary spending will fare if household budgets come under strain.

At the same time, Shein is navigating capital‑markets ambition and reputational headwinds. Reports indicate the group has confidentially filed for an initial public offering in Hong Kong, even as a previously mooted London listing stalled amid campaigning and scrutiny. Observers note that the combination of IPO readiness and heightened regulatory attention has heightened scrutiny of both the company’s finances and its supply‑chain practices.

Those supply‑chain questions remain acute. Campaigners have accused parts of China’s textile supply chain of using forced labour linked to the Xinjiang region, and investigative reporting has prompted calls for boycotts and tighter import controls. Voice of America and other outlets have highlighted lab tests and activist claims that have fed political and NGO concern, while noting Beijing’s denial of widespread abuses and the complexity of policing small shipments under so‑called de‑minimis import rules.

Shein has repeatedly rejected allegations of forced labour in its network, emphasising its governance mechanisms. In a corporate newsroom statement the company outlined a Supplier Code of Conduct, a Responsible Sourcing programme and thousands of third‑party audits by firms such as Intertek and SGS, and asserted it has “zero tolerance” of labour abuses while acknowledging it must improve transparency and enforcement across its supplier base.

Industry observers also warn that regulatory and policy changes could reshape Shein’s competitive edge. Analyses in trade outlets point to possible reforms of low‑value import exemptions and rising input costs as factors that might force up prices or complicate the fast, low‑cost model that has underpinned Shein’s European expansion — turning a still‑impressive growth story into a test of whether scale, compliance and public trust can all be sustained simultaneously.

### 📌 Reference Map:

## Reference Map:

* Paragraph 1 – [[2]](https://www.reuters.com/business/retail-consumer/fast-fashion-retailer-sheins-uk-sales-surged-28-billion-2024-2025-08-15/), [[3]](https://www.businessoffashion.com/news/retail/fast-fashion-retailer-sheins-uk-sales-surged-to-28-billion-in-2024/), [[1]](https://www.dailymail.co.uk/money/markets/article-15004649/Online-fast-fashion-giant-Shein-sales-surge-2bn-UK.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 2 – [[2]](https://www.reuters.com/business/retail-consumer/fast-fashion-retailer-sheins-uk-sales-surged-28-billion-2024-2025-08-15/), [[6]](https://www.liverpool-one.com/shein-launches-pop-up-liverpool-one/), [[3]](https://www.businessoffashion.com/news/retail/fast-fashion-retailer-sheins-uk-sales-surged-to-28-billion-in-2024/)
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* Paragraph 5 – [[2]](https://www.reuters.com/business/retail-consumer/fast-fashion-retailer-sheins-uk-sales-surged-28-billion-2024-2025-08-15/), [[1]](https://www.dailymail.co.uk/money/markets/article-15004649/Online-fast-fashion-giant-Shein-sales-surge-2bn-UK.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.theguardian.com/business/2024/oct/08/shein-doubles-profits-uk-sales-ipo-fashion-retailer-boohoo-asos)
* Paragraph 6 – [[7]](https://www.voanews.com/a/fashion-retailer-faces-boycott-amid-allegations-of-uyghur-forced-labor-in-china-/7565031.html), [[1]](https://www.dailymail.co.uk/money/markets/article-15004649/Online-fast-fashion-giant-Shein-sales-surge-2bn-UK.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 7 – [[5]](https://www.sheingroup.com/corporate-news/company-updates/sheins-commitment-to-sustainability-and-fair-practices-a-response-to-recent-media-reports/), [[1]](https://www.dailymail.co.uk/money/markets/article-15004649/Online-fast-fashion-giant-Shein-sales-surge-2bn-UK.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 8 – [[3]](https://www.businessoffashion.com/news/retail/fast-fashion-retailer-sheins-uk-sales-surged-to-28-billion-in-2024/), [[2]](https://www.reuters.com/business/retail-consumer/fast-fashion-retailer-sheins-uk-sales-surged-28-billion-2024-2025-08-15/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/money/markets/article-15004649/Online-fast-fashion-giant-Shein-sales-surge-2bn-UK.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.reuters.com/business/retail-consumer/fast-fashion-retailer-sheins-uk-sales-surged-28-billion-2024-2025-08-15/> - Reuters reports that Shein’s UK business recorded £2.05 billion in sales for 2024, a 32.3% rise from the prior year, according to filings. Pre‑tax profit at Shein Distribution UK rose to £38.25 million, up about 56.6% from 2023. The piece notes the company opened new offices in King’s Cross and Manchester, ran a Liverpool pop‑up and a Christmas bus tour, and emphasises that Shein is headquartered in Singapore though founded in China. Reuters adds Shein has confidentially filed for a Hong Kong IPO and cautioned that higher inflation and cost‑of‑living pressures could affect future customer spending and regulatory scrutiny continues.
3. <https://www.businessoffashion.com/news/retail/fast-fashion-retailer-sheins-uk-sales-surged-to-28-billion-in-2024/> - Business of Fashion republished Reuters details showing Shein’s UK arm made £2.05 billion in sales in 2024, a 32.3% increase, with pre‑tax profits of £38.25 million, up 56.6% year‑on‑year. The article highlights Shein’s aggressive low‑price strategy, frequent promotions and expansion into non‑apparel categories, noting it has taken market share from ASOS and H&M. It also describes milestones such as a Liverpool pop‑up and new offices, and warns that changes to low‑value import exemptions and rising costs could push prices up, potentially altering competitive dynamics across European markets. It also mentions a confidential Hong Kong IPO filing and supply‑chain scrutiny too.
4. <https://www.theguardian.com/business/2024/oct/08/shein-doubles-profits-uk-sales-ipo-fashion-retailer-boohoo-asos> - The Guardian reported that Shein’s UK revenues surged earlier, with sales rising to about £1.5 billion and pre‑tax profits at the UK arm reaching £24.4 million, reflecting rapid expansion and market disruption. The piece observed the strain this placed on British online retailers such as ASOS and Boohoo and noted Shein’s acquisition activity and valuation ambitions, including a proposed London flotation. It described Shein as founded in China and now registered in Singapore, growing its UK headcount and marketing presence. The article flagged concerns from workers’ rights groups over supply‑chain transparency and potential regulatory changes affecting cheap imports and scrutiny.
5. <https://www.sheingroup.com/corporate-news/company-updates/sheins-commitment-to-sustainability-and-fair-practices-a-response-to-recent-media-reports/> - Shein’s corporate newsroom published a response defending its supply‑chain governance, saying it enforces a Supplier Code of Conduct that prohibits forced and child labour and requires suppliers to comply with local laws. The statement details the SHEIN Responsible Sourcing (SRS) programme, claims thousands of on‑site audits by third parties like Intertek and SGS, and describes investments in supplier training and factory upgrades. It asserts remediation measures and termination of non‑compliant suppliers, cites wage audits and grievance channels, and reiterates that the company has “zero tolerance” for labour abuse while acknowledging it must continue improving transparency and enforcement across its network.
6. <https://www.liverpool-one.com/shein-launches-pop-up-liverpool-one/> - Liverpool One’s website announced Shein’s debut pop‑up in Liverpool in April 2024 for the Spring/Summer collection, introducing the MUSERA label to UK shoppers. The release described immersive in‑store experiences, photo moments, live fashion illustrations and makeovers, and stated opening times for the three‑day event. It confirmed the pop‑up would showcase Shein collections including SHEGLAM and Curve ranges, offering customers an opportunity to touch and buy affordable lines in person. The announcement supports reporting that Shein staged physical retail activations in the UK during 2024 as part of expanded marketing and local presence efforts, including offices in Kings Cross and Manchester.
7. <https://www.voanews.com/a/fashion-retailer-faces-boycott-amid-allegations-of-uyghur-forced-labor-in-china-/7565031.html> - VOA reported on activist campaigns urging boycotts of Shein amid allegations of Uyghur forced labour in Xinjiang, noting Bloomberg lab tests that found Xinjiang cotton fibres in some garments. The piece records campaigners’ claims of coerced work and states that Beijing denies forced‑labour abuses in the region. It quotes a Shein spokesperson asserting a zero‑tolerance policy for forced labour and describing contractual requirements for manufacturers to source cotton only from approved regions. VOA also explained how de‑minimis import rules can allow small shipments to evade customs checks, complicating enforcement of bans on Xinjiang‑linked goods and mentions Congressional and NGO concerns.