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# ONLINE FASHION RETAIL 2017

Statista Consumer Survey - Report

# Revolution in the clothing industry? How online shopping transforms fashion sale

## Background

There is hardly any segment which has been as quickly and profoundly disrupted by online trade as the clothing industry. Many companies in the fashion segment nowadays start off as online retailers and only expand their business towards stationary retail as a second step once their concept has paid off.

The ones who suffer under the effects of this development are other distribution channels for clothing: The high rents that retailers pay for their stores in busy city centers suggest that offline shopping is still a lucrative business. And indeed stationary fashion stores do continue to attract a fair amount of customers, especially on weekends. Fashion retailers in smaller towns and especially small boutiques, however, face a different reality. They continually lose customers to online stores.

The catalog retail business feels the impact even more. Companies that once started off with a department store business that relied heavily on catalog sales, like Sears and JCPenney, have long followed the example of big eCommerce players and shifted towards online trade.

Despite all the success, online retailers still face a significant challenge. The exceptionally high return quotas, which sum up to 33% in some segments<sup>1</sup>, expose them to a considerably high cost in logistics.

This report provides you with information on consumer behavior in online fashion shopping as well as the characteristics of online stores that shoppers pay most attention to.



# Online shopping is transforming fashion trade

## Key Takeaways

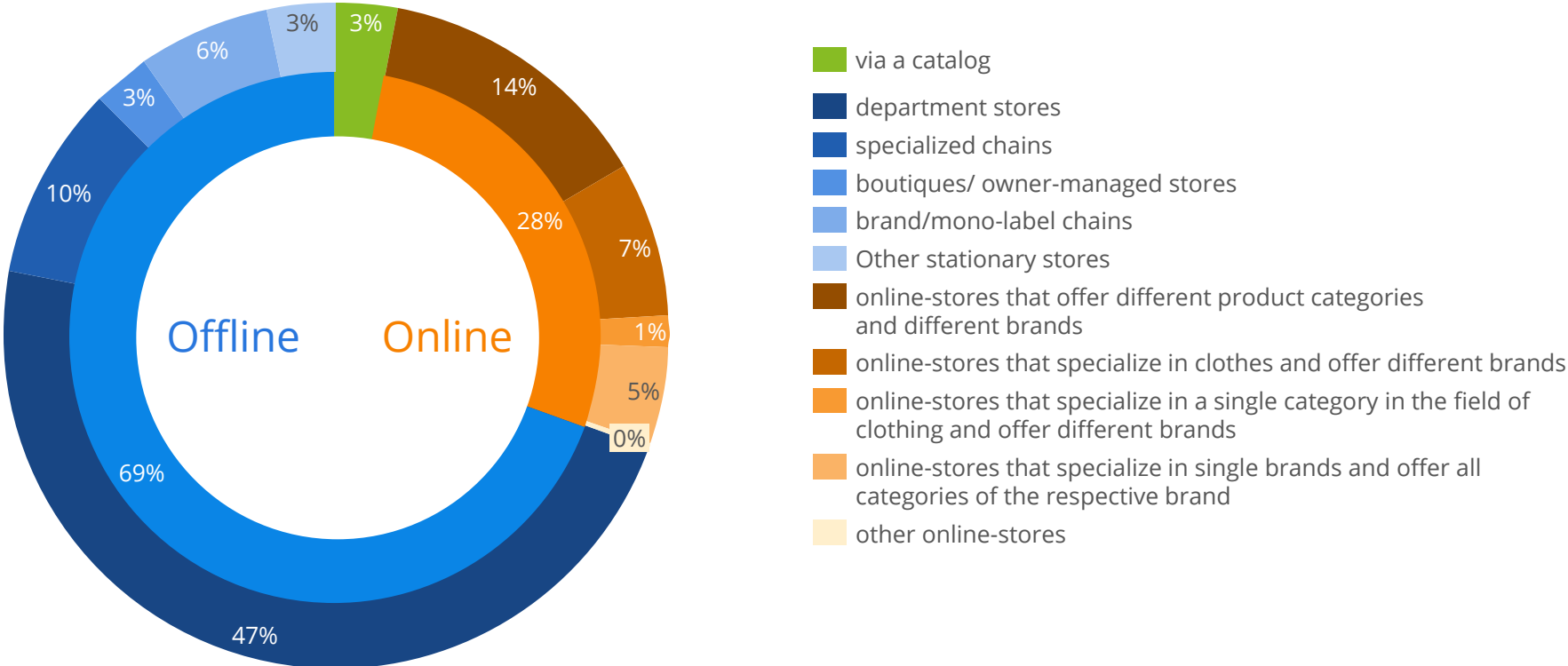


1. 28 percent purchase more clothes online than offline, overall department stores are most popular
2. Frequent shoppers want to be time efficient, seldom shoppers rather give importance to their budget
3. Online and offline shoppers buy new clothes for similar reasons
4. Consumers combine online and offline offers and information when they shop for clothes
5. Amazon dominates digital fashion sale: highest rates in awareness and number of clients
6. Item prices and additional charges are decisive when it comes to visiting and buying in online stores
7. Online shoppers pay slightly more attention to the supplier/store than stationary shoppers
8. Brands play a major role in clothes shopping, especially for online shoppers

# 28 percent purchase more clothes online than offline, overall department stores are most popular

Distribution channels

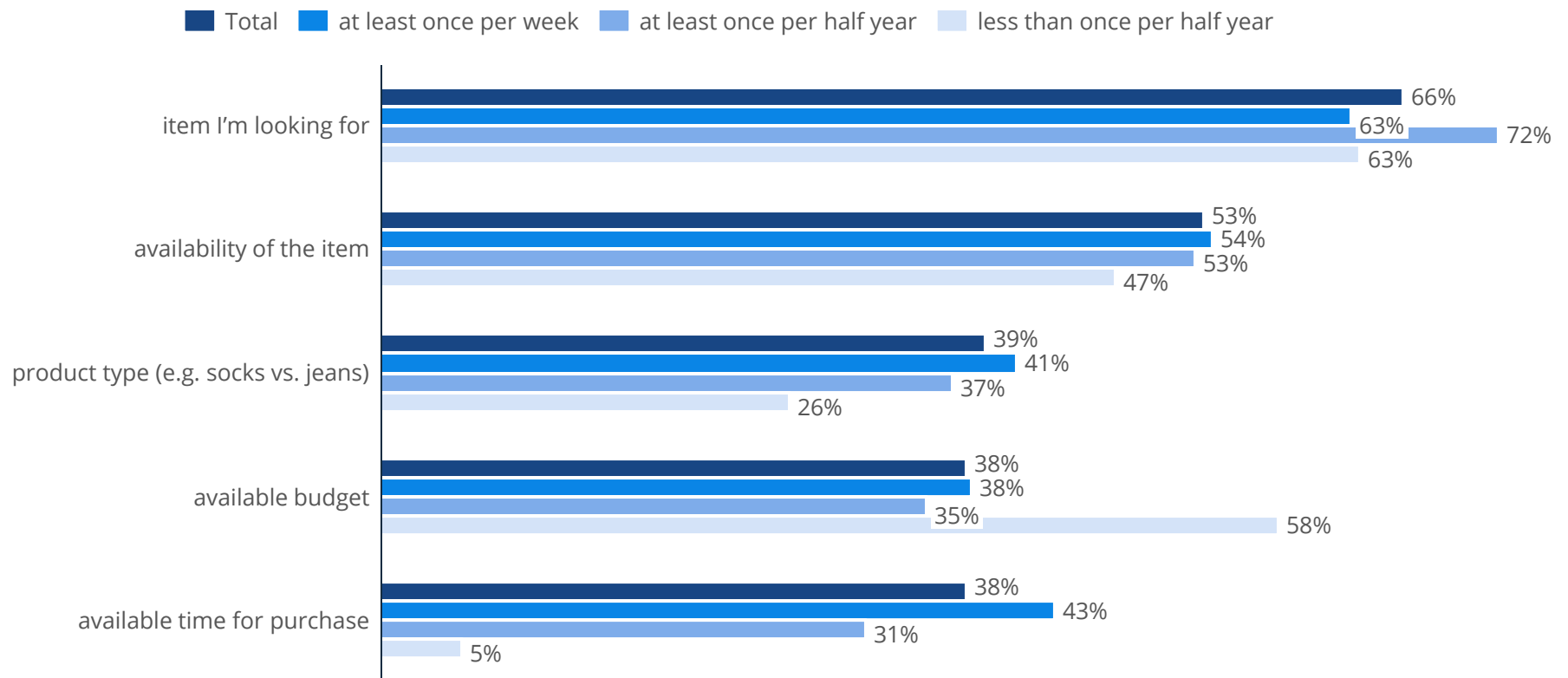
## Most frequently used / most popular distribution channels



# Frequent shoppers want to be time efficient, seldom shoppers rather give importance to their budget

Distribution channels

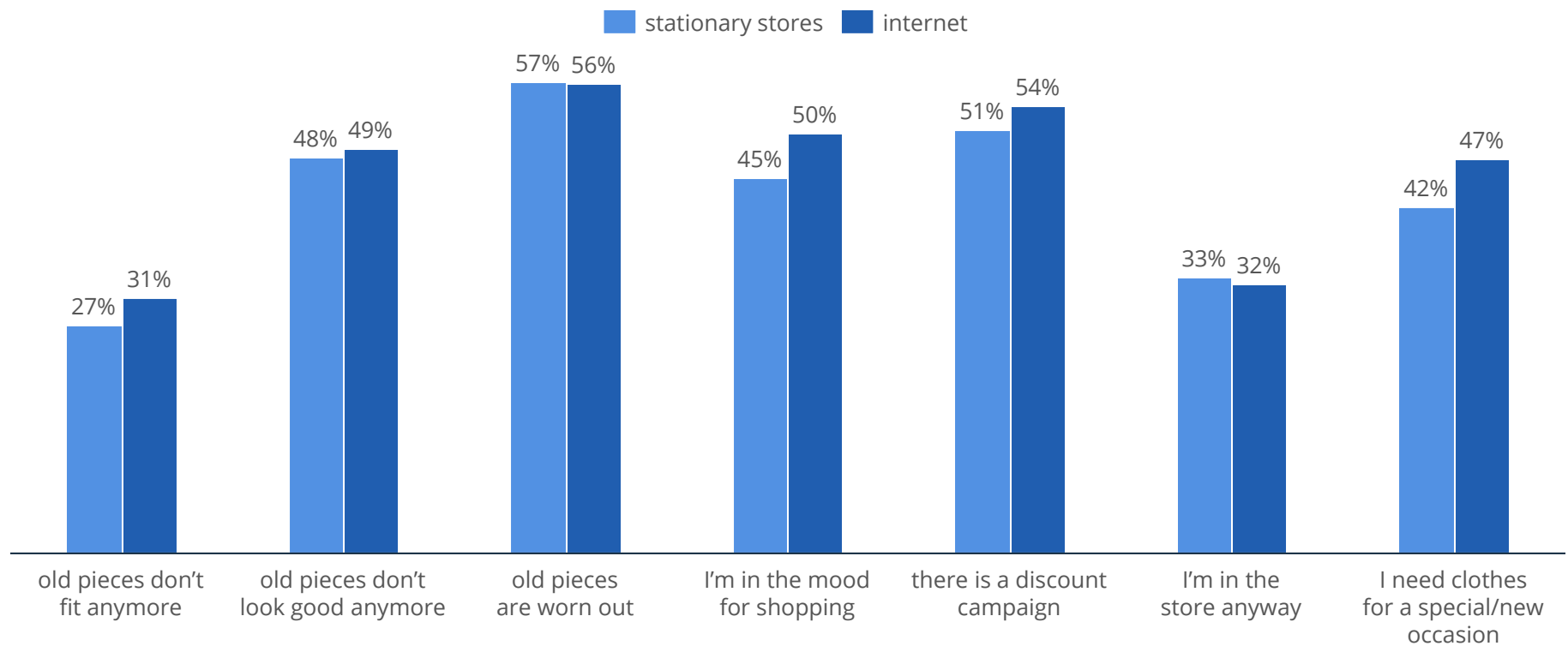
## Top 5 criteria for choosing a distribution channel, by shopping frequency



# Online and offline shoppers buy new clothes for similar reasons

Shopping behavior

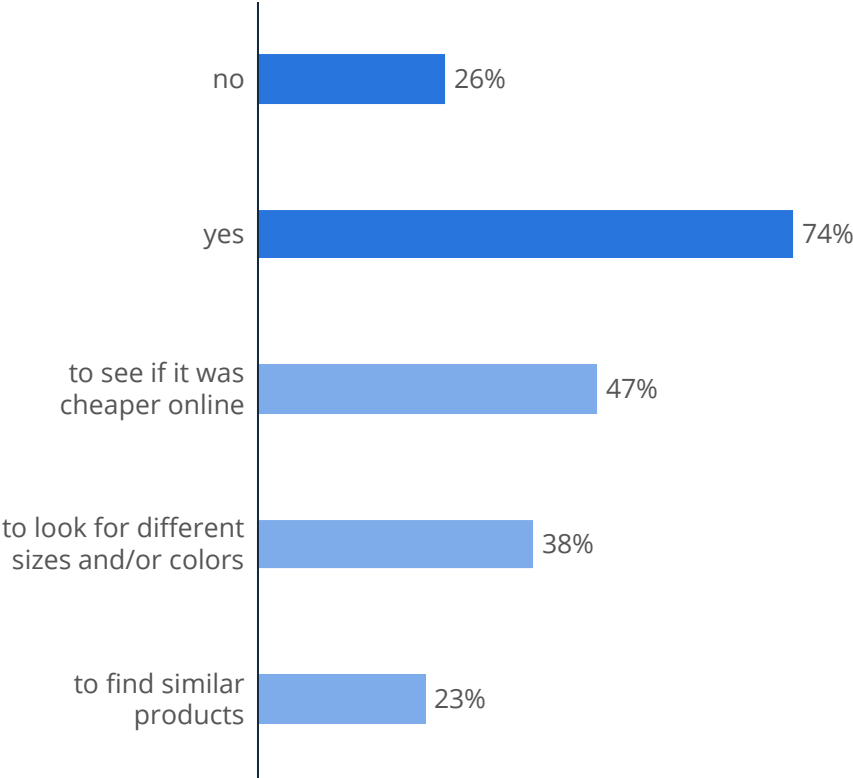
Motivation to shop for clothes, by most frequently used distribution channel



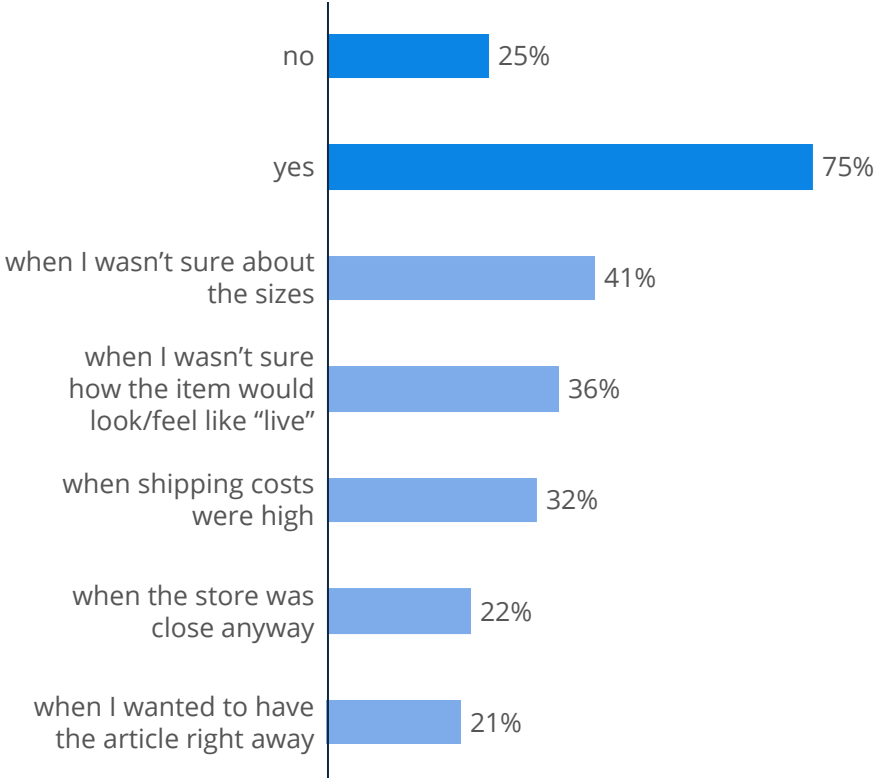
# Consumers combine online and offline offers and information when they shop for clothes

Distribution channels

## Search online for items found in a store



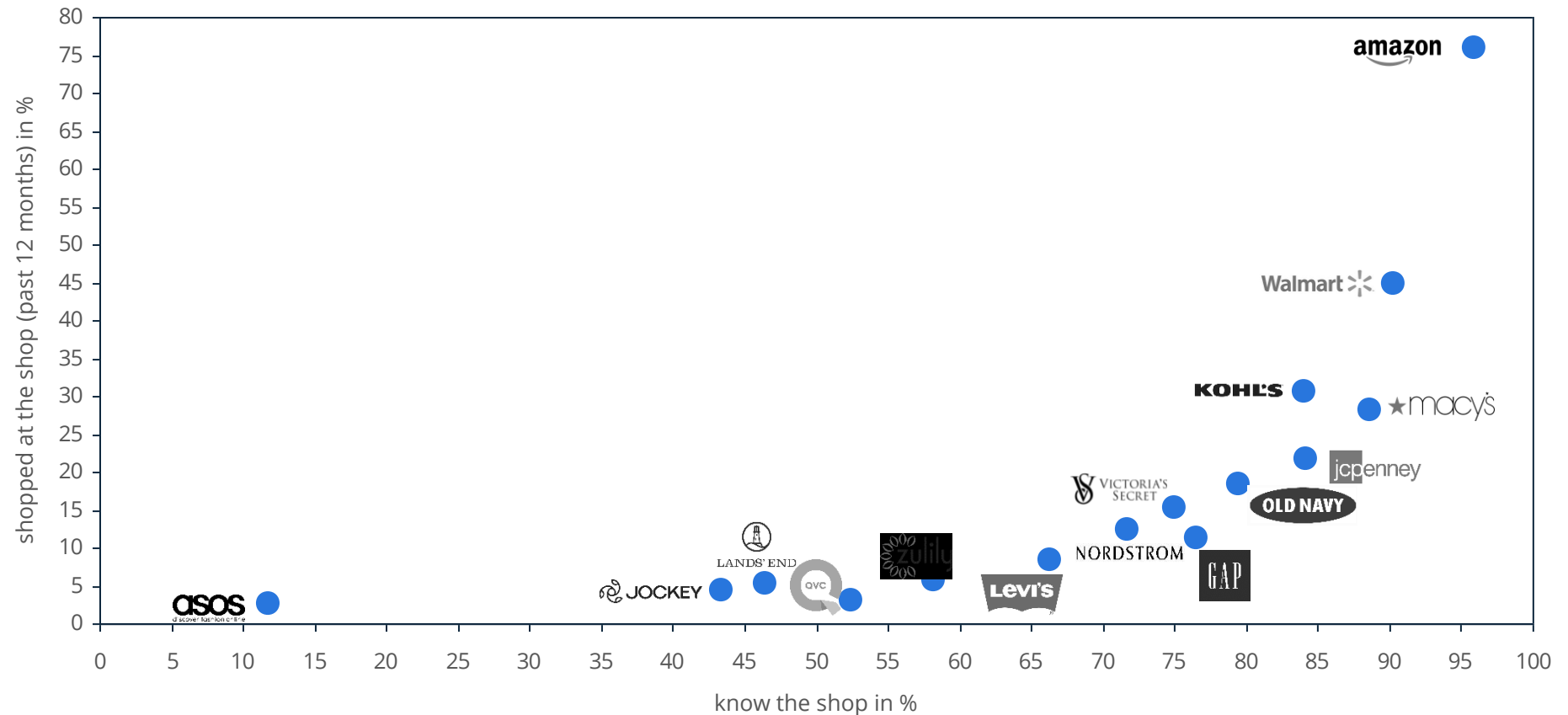
## Search in a store for items found online



# Amazon dominates digital fashion sale: highest rates in awareness and number of clients

Onlineshops

Top 10 U.S. online stores<sup>1</sup>: level of awareness and shopping frequency



1: Top 10 online stores of the fashion industry measured by revenue (ecommercedb.com)

„Which of the following online stores do you know, even if just by name? Please only think about the website, no matter if the company has stationary stores as well“; „In which of the following online stores have you bought something in the past 12 months?"; n= 638 respondents who purchase clothes on the internet

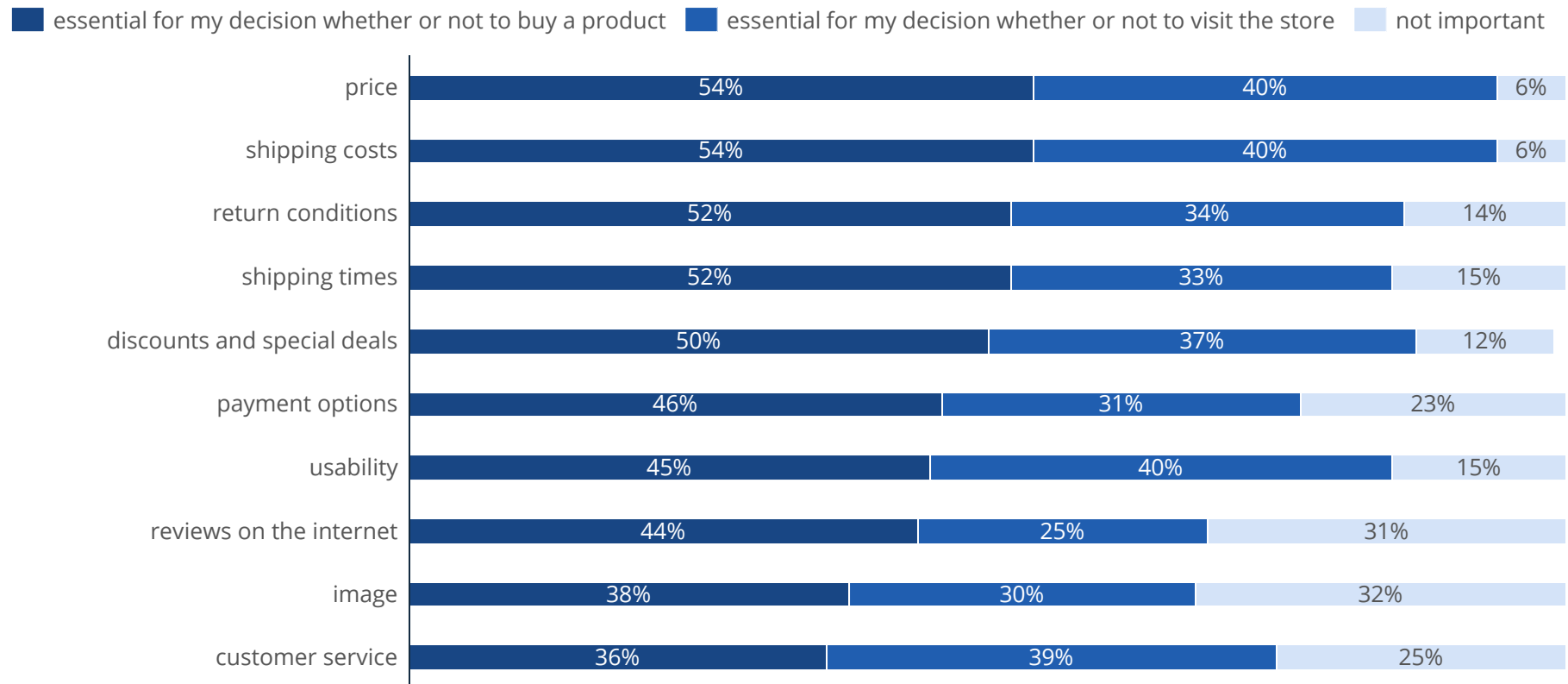
Source: Statista Survey Fashion Retail 2017



# Item prices and additional charges are decisive when it comes to visiting and buying in online stores

Shopping behavior

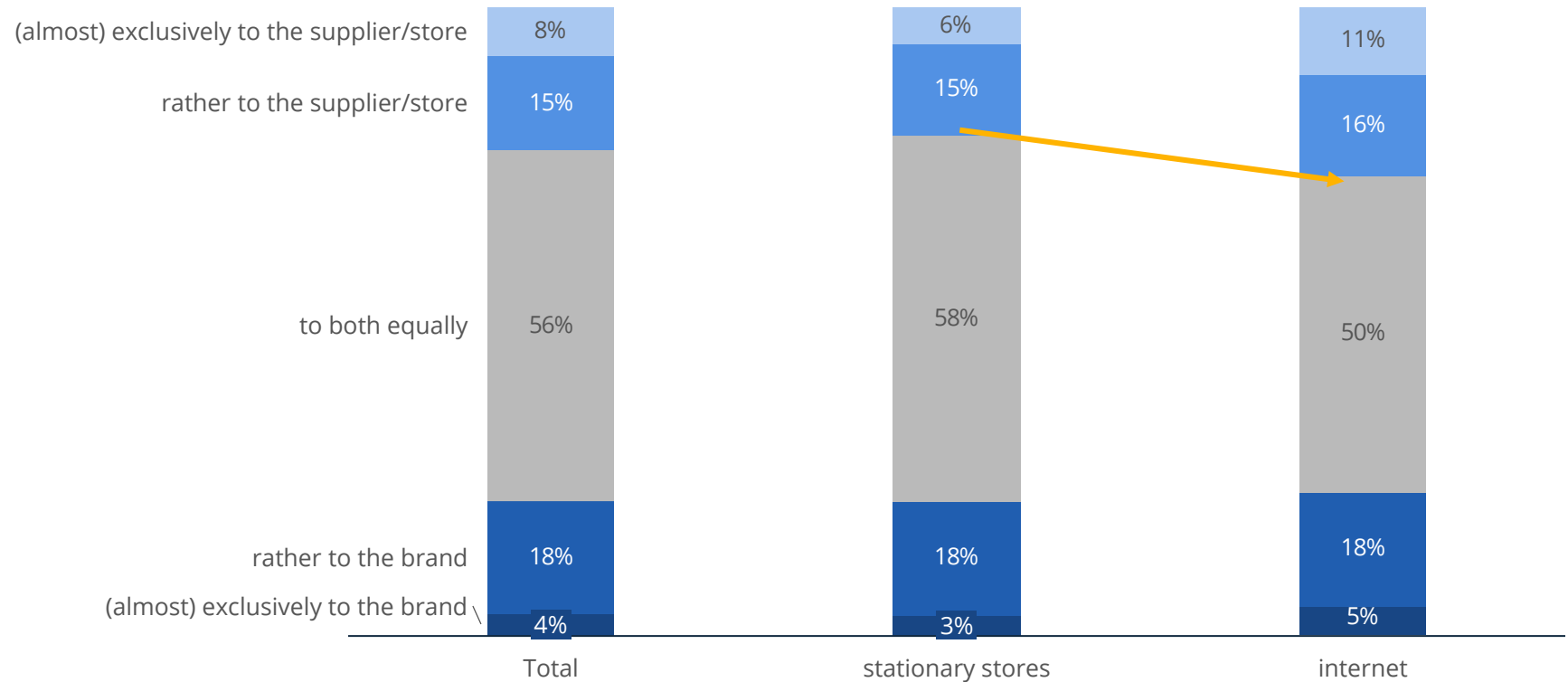
## Most important characteristics of online stores I



# Online shoppers pay slightly more attention to the supplier/store than stationary shoppers

Roles of brands & suppliers

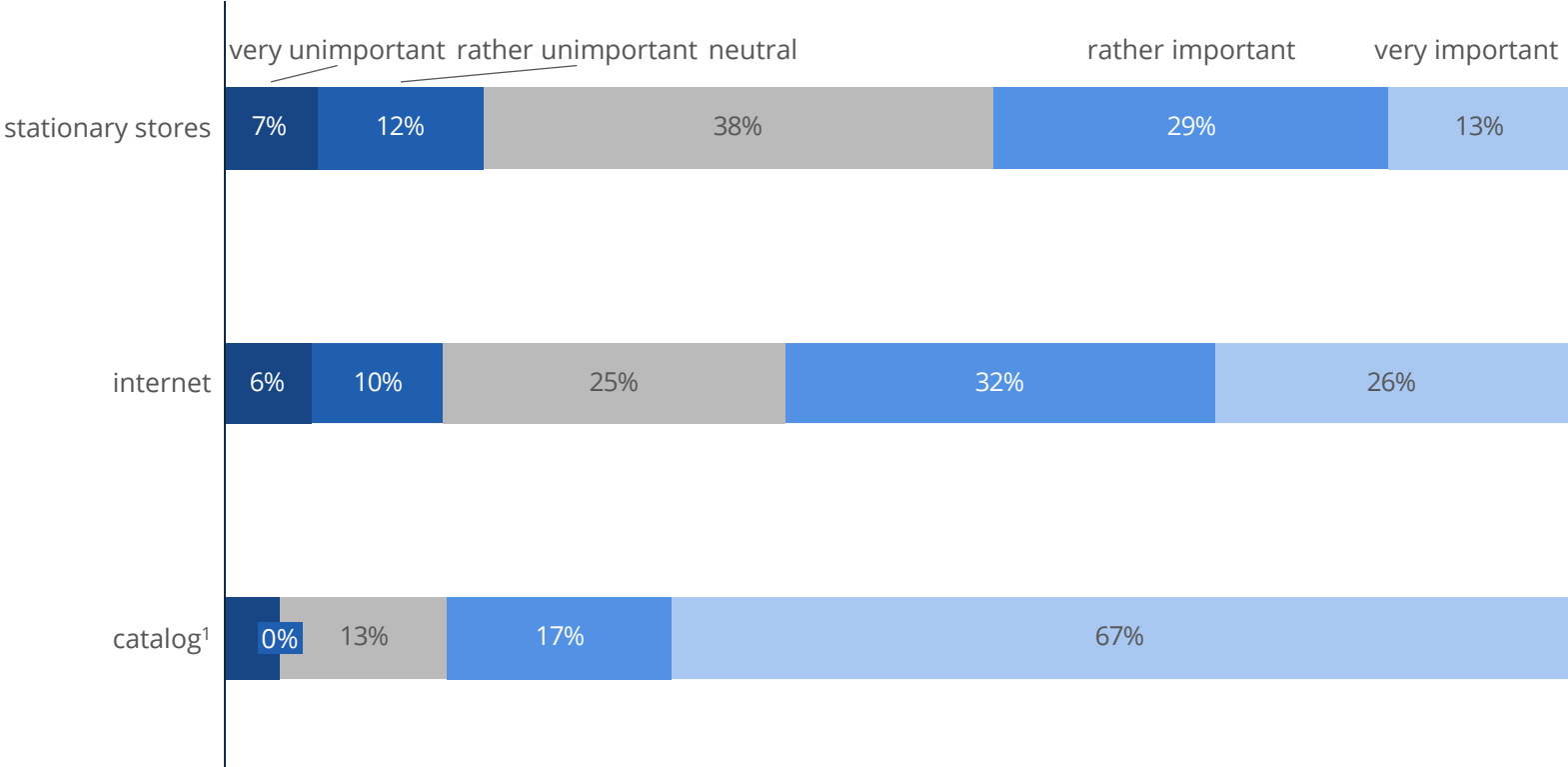
## Roles of suppliers/stores as compared to brands, by shopping frequency



# Brands play a major role in clothes shopping, especially for online shoppers

Role of brands

Role of brands, by most frequently used distribution channel



11 1: Low Base n=24  
„How important are brands to you when it comes to clothing?“, n=909  
Source: Statista Survey Fashion Retail 2017

# About this survey

Statista Survey Fashion Retail 2017

The survey among internet users between 18 and 65 years of age analyzes the shopping behavior for clothes. Next to general opinions and the situations and conditions under which clothes are bought, we put a focus on different distribution channels and the ongoing trend towards online trade in the field of fashion.

The online survey was conducted September 6 to 11, 2017. Further exciting results from the study can be found [here](#).

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