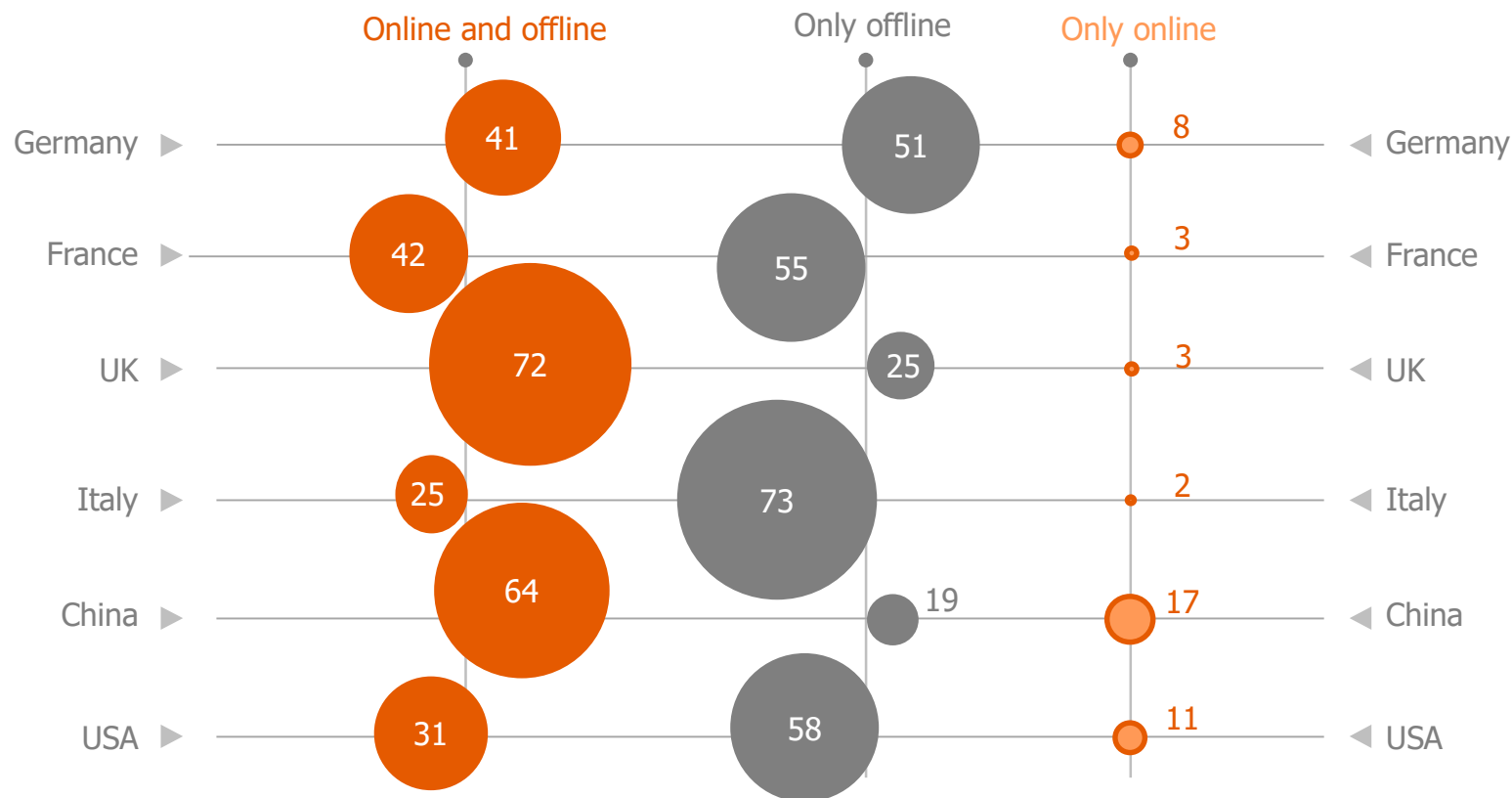


Multi-channel shoppers: proportion is above all very high in the UK and China, with particularly high numbers of offline-only shoppers in Italy.

Multi-channel shoppers, offline-only shoppers and online-only shoppers

Proportion of shoppers (with Internet access) by country; Figures in % (rounded)



Source: GfK Fashion & Lifestyle 2017 | Basis: 2016 | Figures in %

The majority of online shoppers are female.

All shoppers vs online shoppers by gender

Proportion of shoppers (with Internet access) in respective age groups; in % (rounded)



Source: GfK Fashion & Lifestyle 2017 | Basis: 2016 | Figures in %

*factfish.com

In Germany, France and the UK the age distribution of online shoppers is similar to that of the entire shopper population.

All shoppers vs. online shoppers by selected age group

Proportion of shoppers (with Internet access) in the respective age groups; in % (rounded)

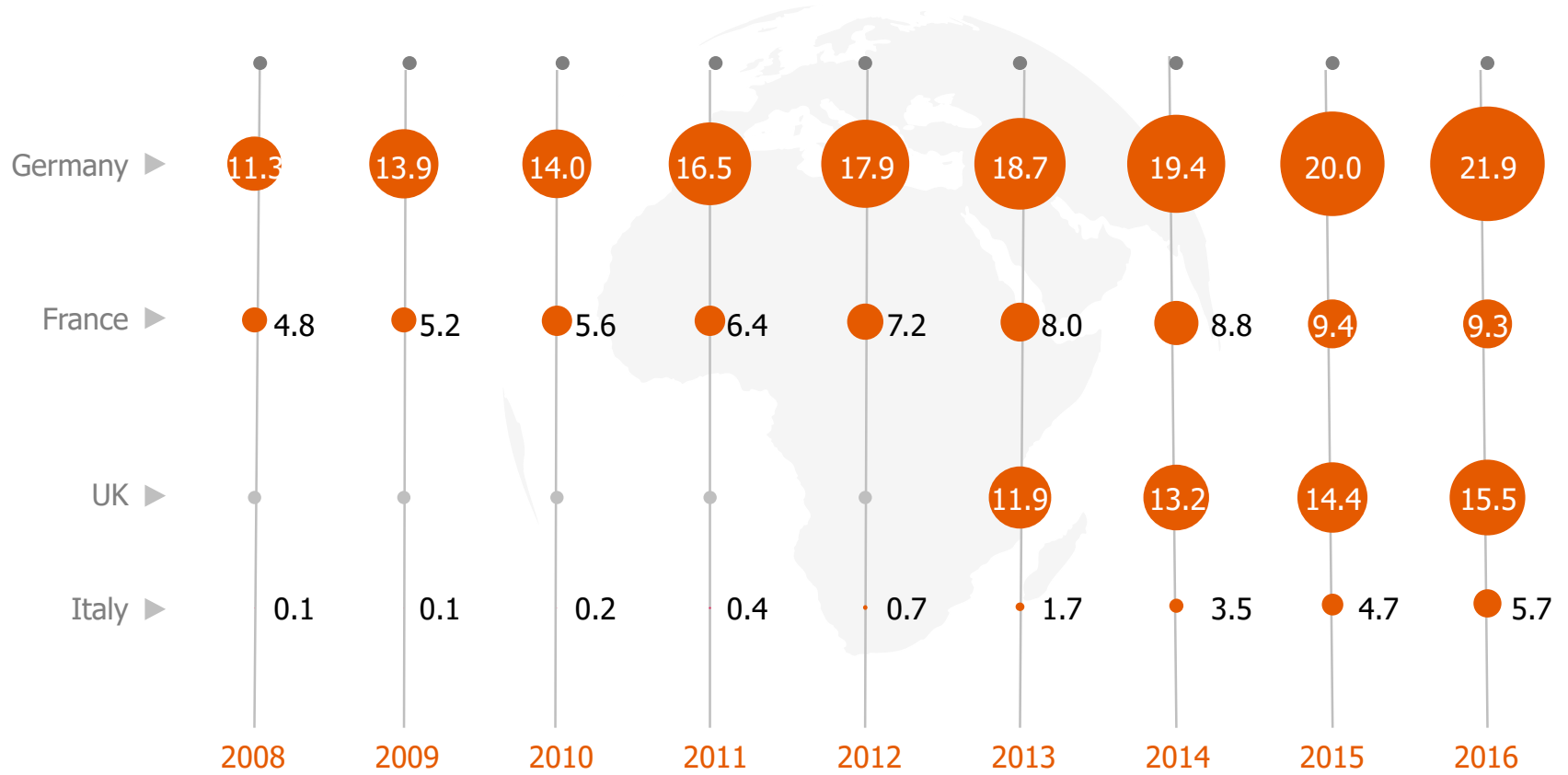


Source: GfK Fashion & Lifestyle 2017 | Basis: 2016 | Figures in %

In Germany, the e-commerce market share for outerwear has almost doubled in the past 8 years.

e-commerce market share [volume] for purchases of outerwear; comparison across countries and over time

Share of total sales in %



● Figures not available

Source: GfK Fashion & Lifestyle 2017 | Basis: 2008 - 2016 | Figures in %

Study Description

Method

Source:	GfK Fashion & Lifestyle, Future Fashion Retail Study
Method:	D, UK, F, I: GfK textile panel, online panels (continuous collection of buying behavior in the sector of fashion & lifestyle) USA, CHN: ad hoc online interviews
Survey period:	D, UK, F, I: 2008 – 2016 USA, CHN: 2016
Target population:	D, UK, F, USA, CHN: persons (I: households) with internet access. Structure of the random sample in relation to age and sex representative for all the population.
Random sample:	
Germany	n = 16.800 persons over the age of 0
UK	n = 15.000 persons over the age of 15
France	n = 12.500 persons over the age of 15
Italy	n = 5.000 households with 11.800 persons
USA	n = 1.000 respondents over the age of 18
China	n = 3.000 respondents over the age of 16