

—
GfK Verein

FocusTopic 07/2015
Find the perfect outfit online

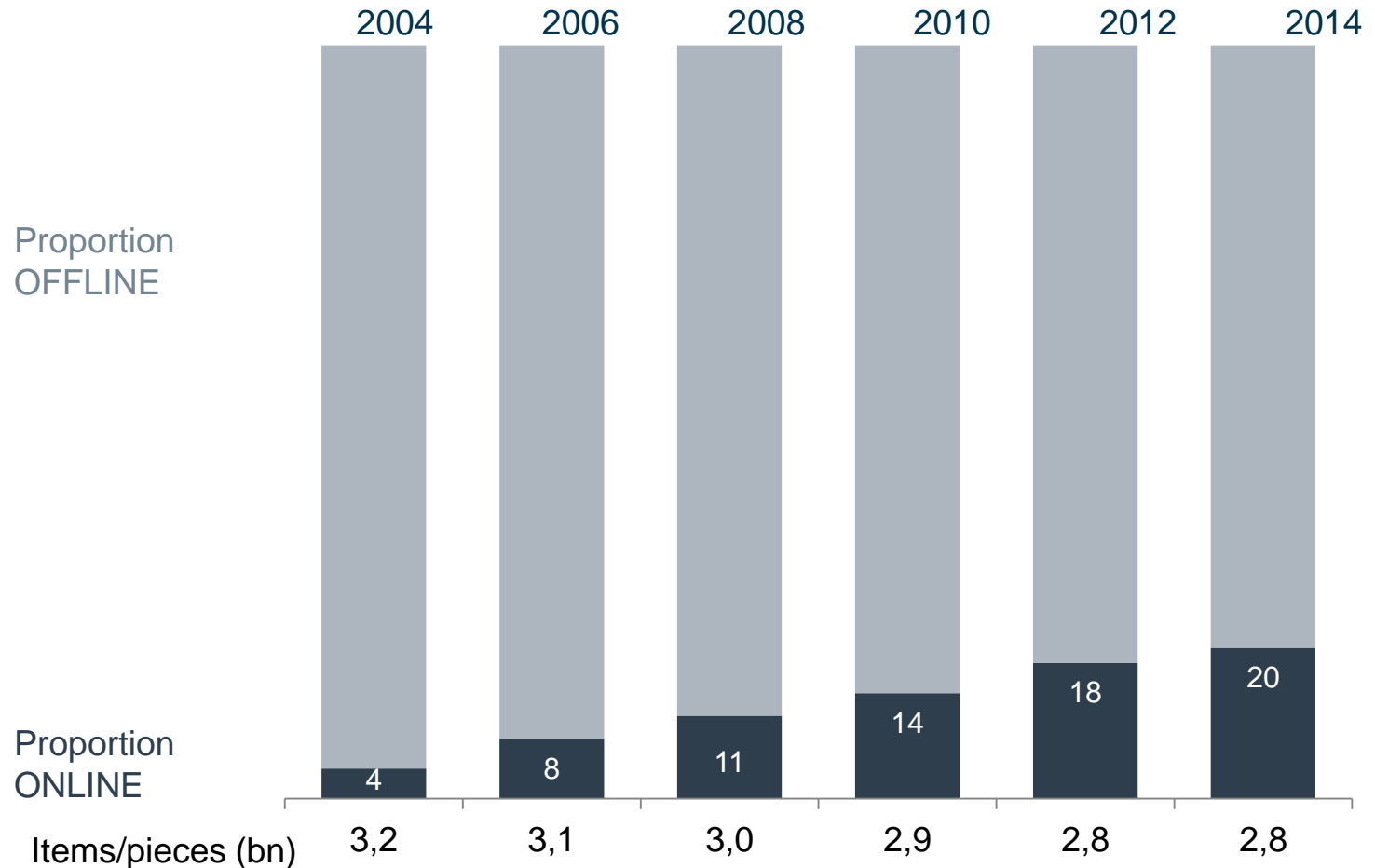
June 2015



Five-fold increase in online share since 2004

Total online share of textile market

In %

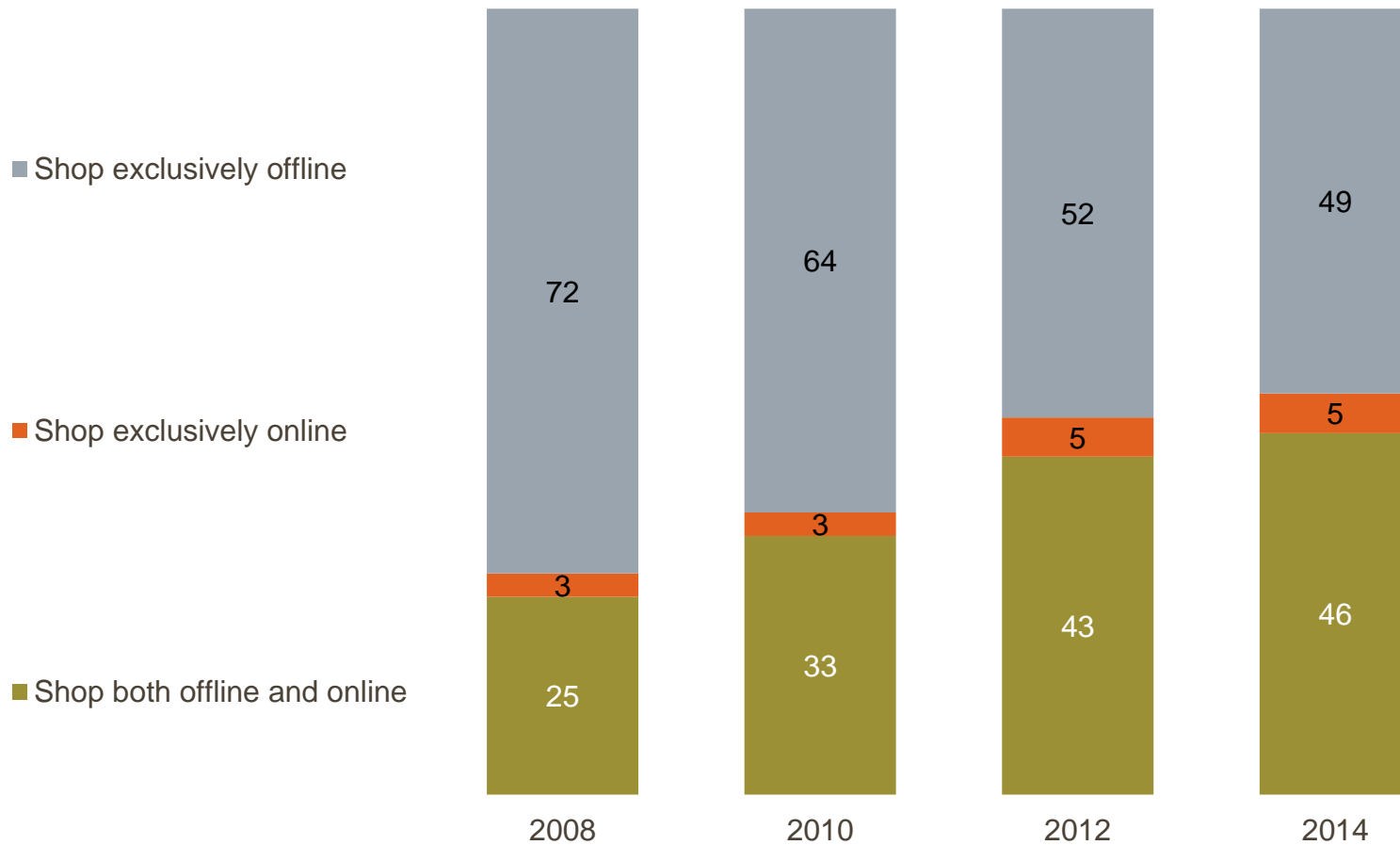


Source: GfK textile panel, basis: quantity

Half of all textile shoppers also buy online

Purchase behavior for clothing and shoes

In %

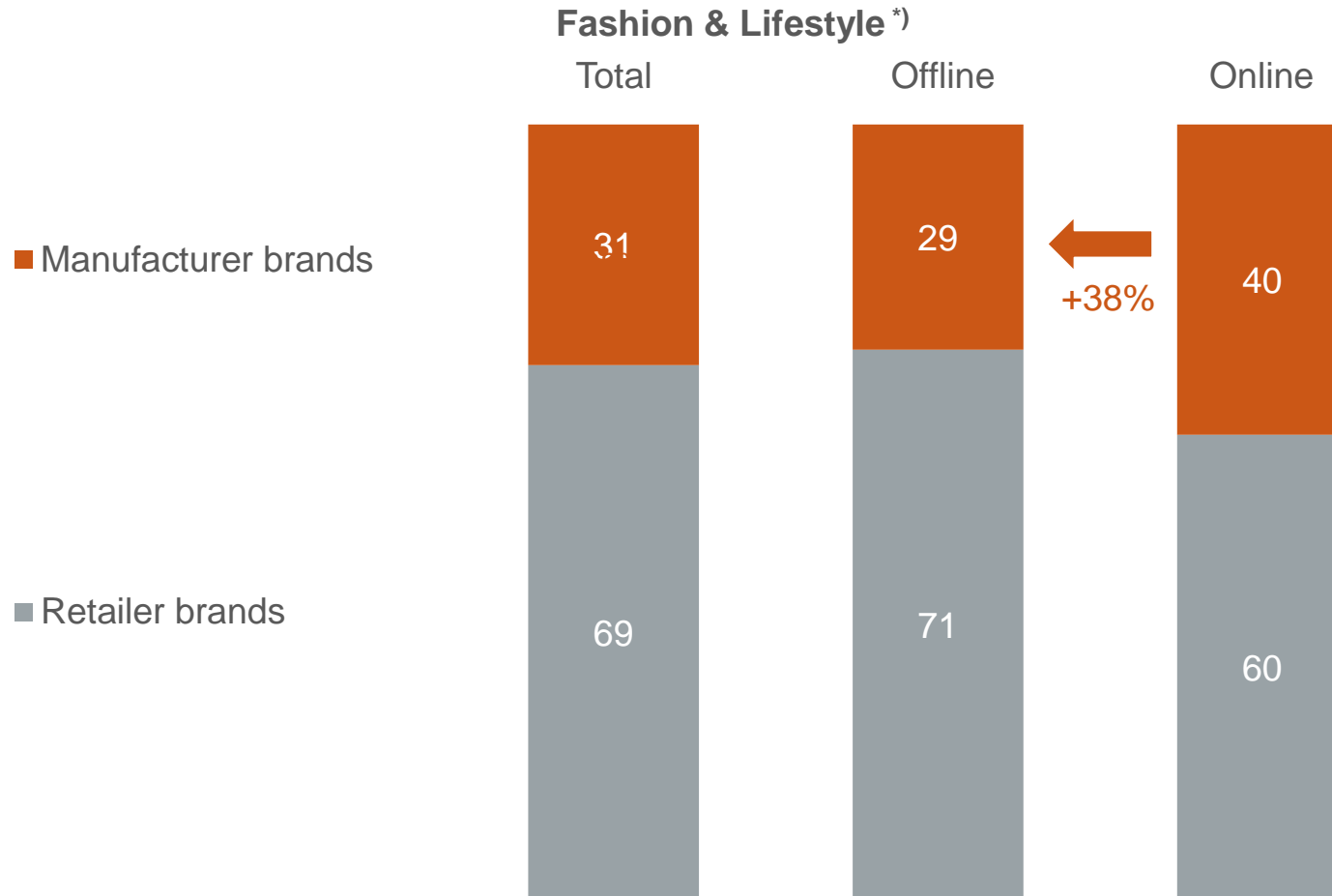


Source: GfK textile panel, basis: shoppers

“More genuine brands” purchased online than in store

Breakdown of retailer and manufacturer brands¹⁾ into online and offline



In %, basis: quantity



^{*)} Fashion & Lifestyle = women's, men's, children's apparel, underwear, hosiery, shoes

¹⁾ Excluding anonymous offerings and non-identified brands

Women driving online sales

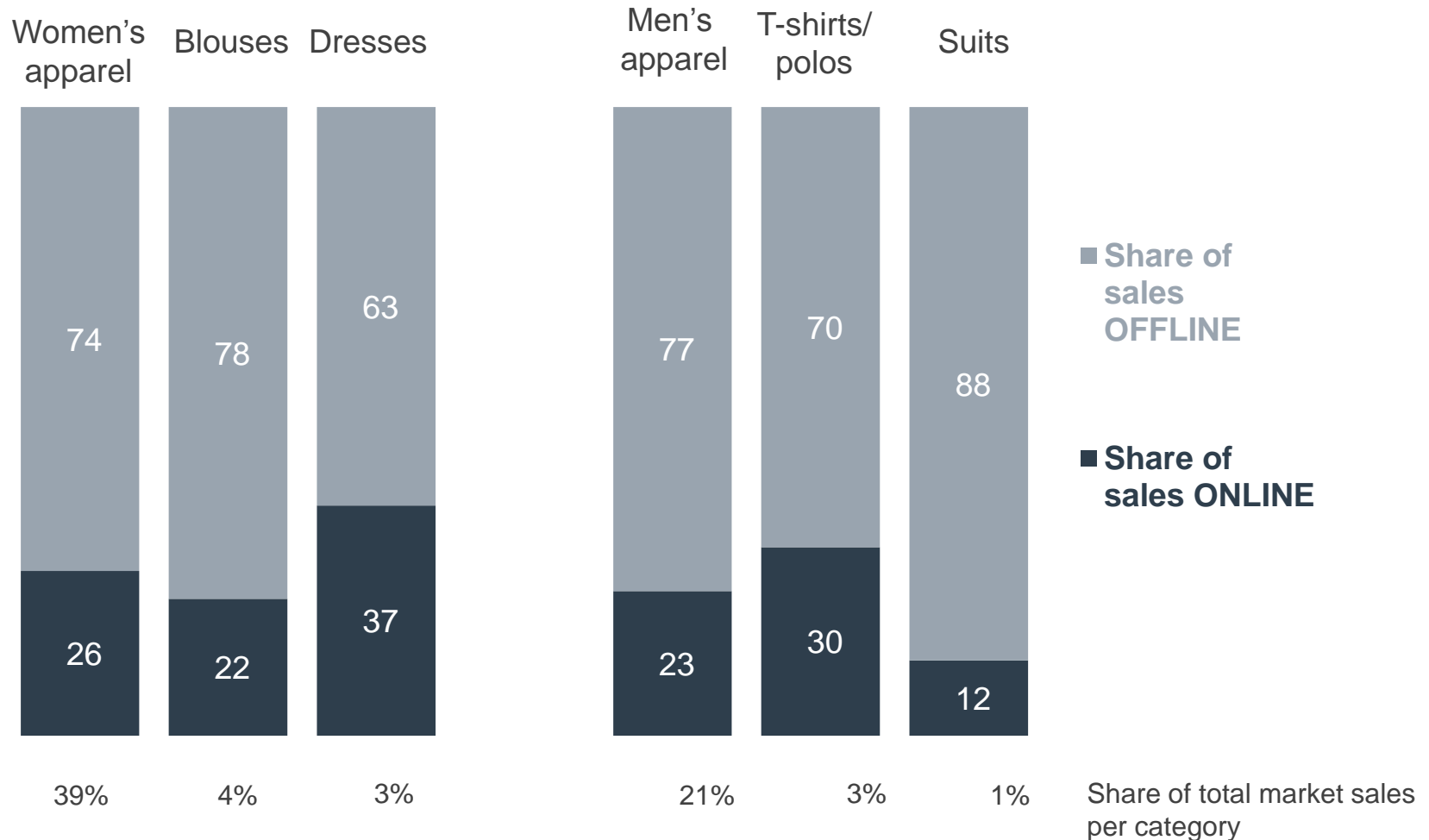
Breakdown of shoppers by demography (in %)	 Offline	 Online
Women	59	69
Men	41	31
Aged 29 and younger	10	8
Aged 30–39	13	16
Aged 40–49	23	23
Aged 50–59	18	19
Aged 60+	36	33
1-person HH	27	34
2-person HH	37	34
3-person HH	16	14
4-person HH+	20	18
Less than 20,000 inhabitants	41	46
20,000-99,999 inhabitants	28	25
100,000-499,999 inhabitants	14	12
500,000+ inhabitants	16	16
Employed	46	50
Unemployed	54	50

Source: GfK textile panel 2014, basis: shoppers

Women's blouses and men's suits purchased offline more frequently than average

Online share for selected textile market categories

In %



Source: GfK textile panel 2014, basis: sales

Method chart

Study description

Source:	GfK Textile Market Research/GfK Compact
Method	Continual recording of buying behavior in fashion & lifestyle sector in GfK textile panel
Survey period	2014
Target group	General population in Germany (representative)
Sample size (total)	N= 7,000 households with 16,800 individuals
of which	
offline shoppers	n= 13,462
online shoppers	n= 6,735