

Ipsos iris Fashion Category Deep Dive

July 2022

Ipsos iris
The UK industry standard for
online audience measurement

UKOM



Key Objectives

- **Deep dive into the Fashion, Style and Beauty category by:**
 - **Understanding online content consumption habits**
 - **Defining the profiles of audiences**

Understanding online Fashion, Style & Beauty category

All figures rounded to the nearest whole number.
Source: Ipsos iris Online Audience Measurement,
May'22 monthly data, T1 Category: Retail &
Commerce.

**Fashion & Style
dominates the
category, reaching
65% of online
audiences**

Total UK internet population (15+): 50m

**Fashion, Style &
Beauty
35m | 70%**

Fashion &
Style

33m | 65%

Beauty

14m | 28%

General

11m | 21%

All figures rounded to the nearest whole number.
 Source: Ipsos iris Online Audience Measurement,
 May'22 monthly data, T1 Category: Retail &
 Commerce.

**Fashion & Beauty
 High Street brands
 have a strong online
 presence with Boots
 reaching 13m ppl
 followed by Next
 with 8m online**

Top 10 Fashion, Style & Beauty High Street Brands



endorsed by UKOM

*No Apple News traffic included.



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 Commerce.

OK Beauty Box, a relatively new player in the online space has established itself strongly vs. more established players reaching 5m online in May'22

Top 10 Fashion, Style & Beauty Online Brands

ASOS

7m | 14%

SHEIN

7m | 14%

OK! Beauty BOX

5m | 11%

Vinted

5m | 10%

boohoo

4m | 8%

very

4m | 7%

LOOKFANTASTIC

3m | 6%

depop

3m | 5%

JD WILLIAMS

2m | 5%

Mm

2m | 5%

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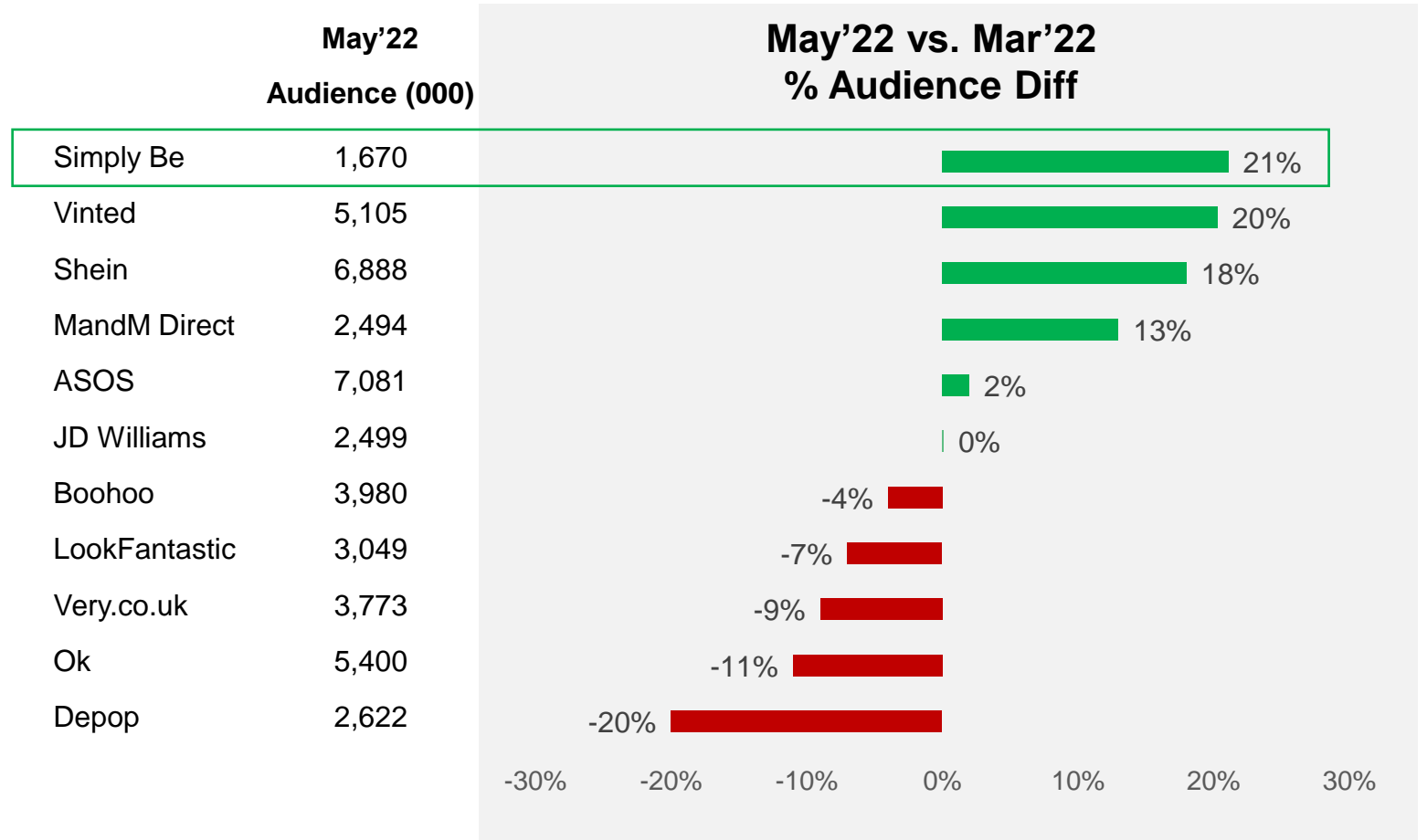
*No Apple News traffic included.



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Although a small online brand, Simply Be has significantly grown (+21%) in the past three months, becoming the fastest growing brand amongst online brands

Fashion, Style & Beauty Online Brands



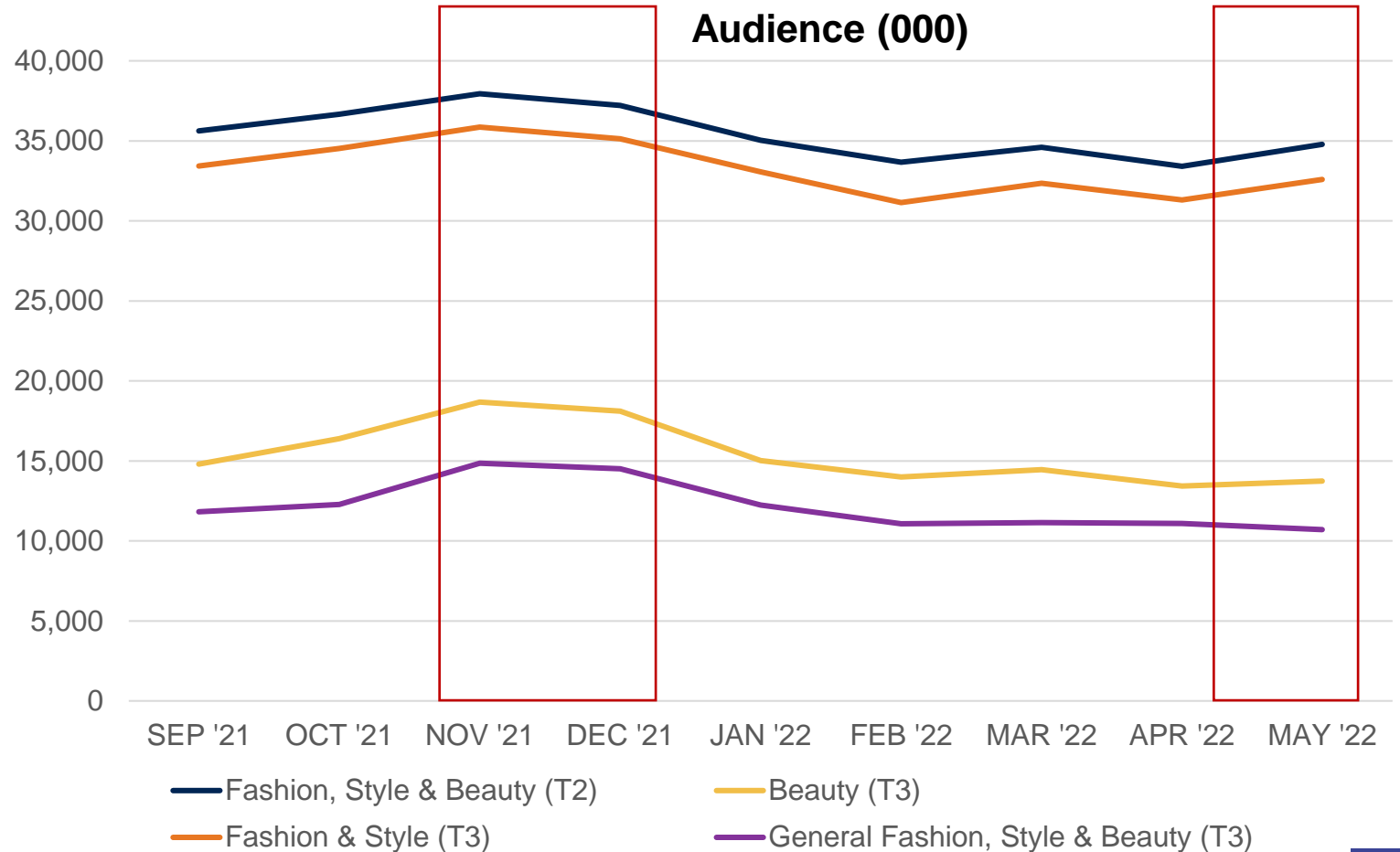
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The fashion category as expected picks up before the holiday period in November and again before summer begins as people start planning for change in season and holidays

Trended data for Fashion, Style & Beauty Category



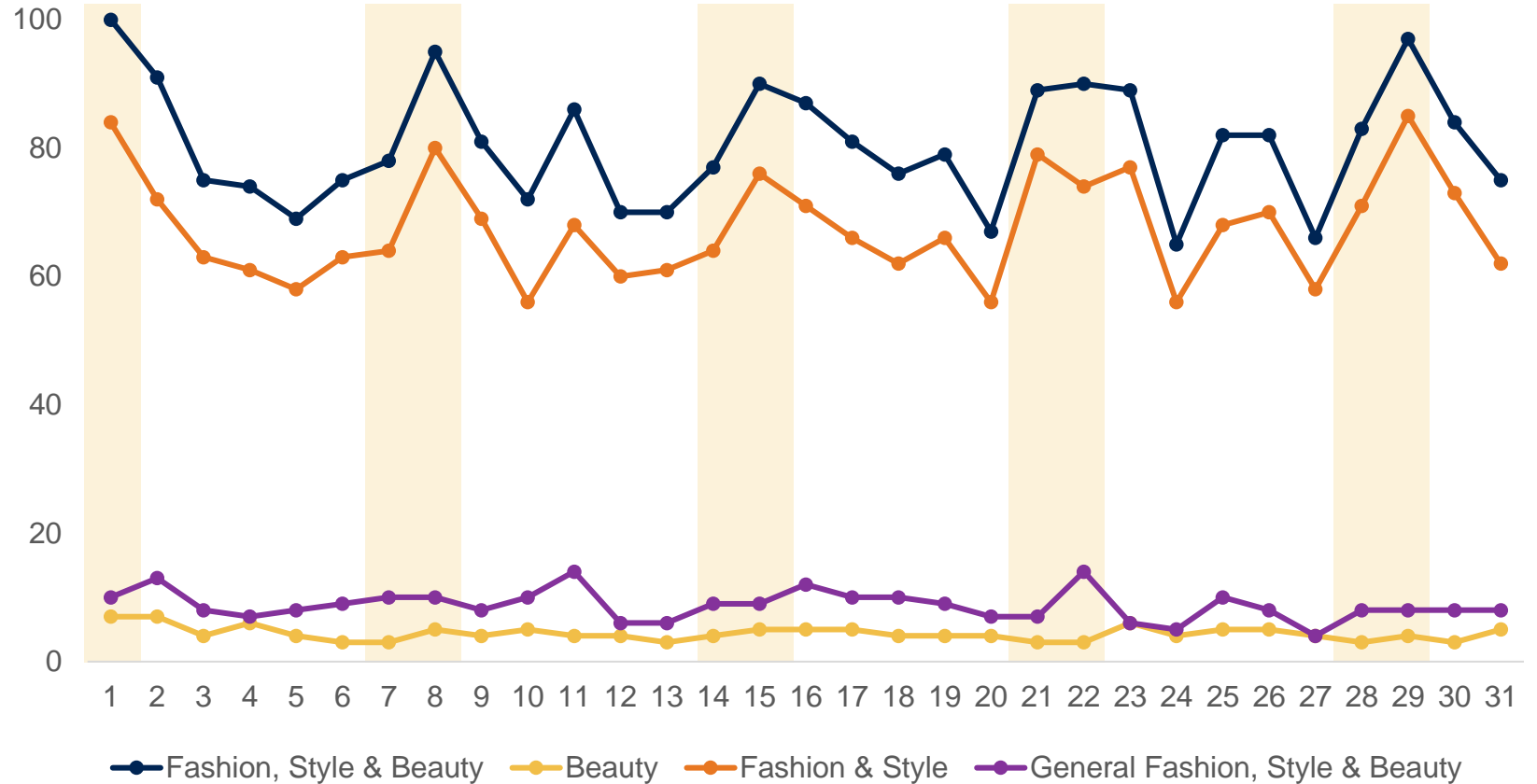
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Fashion, Style & Beauty category tends to pick up most on the weekends, with Sundays observing the highest peak

Fashion, Style & Beauty Category

Time Spent by Day

Total Mins (MM)



endorsed by UKOM

*No Apple News traffic included.



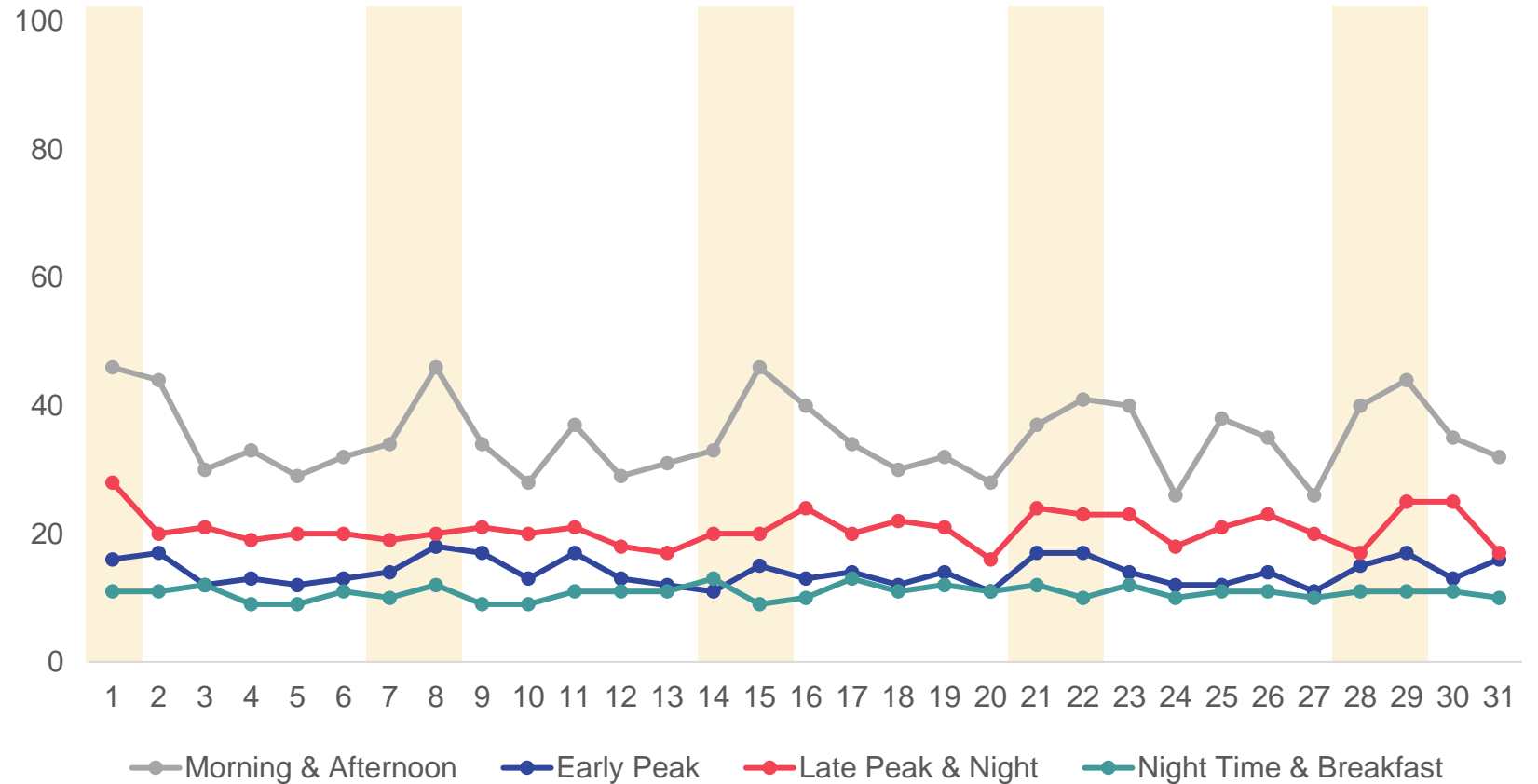
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Similarly, fashion and beauty content is consumed mostly during the day, peaking on Sundays.

Fashion, Style & Beauty Category

Time Spent by Day Parts

Total Mins (MM)

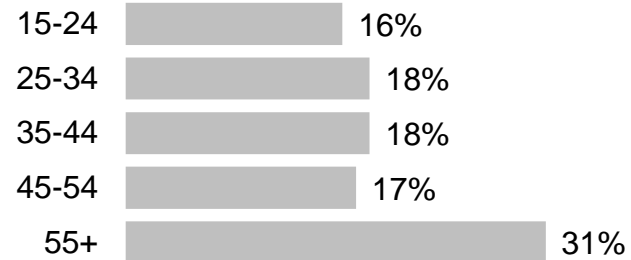


Defining the profiles of audiences

Fashion, Style & Beauty profile

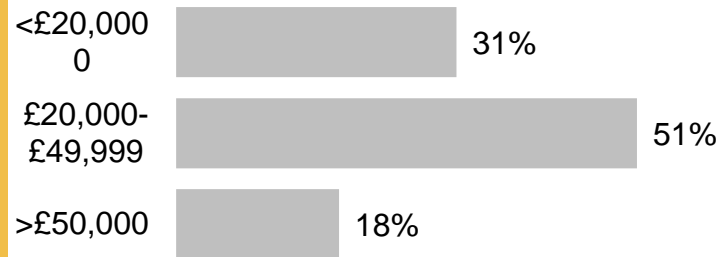
Age

Audience Composition (%)



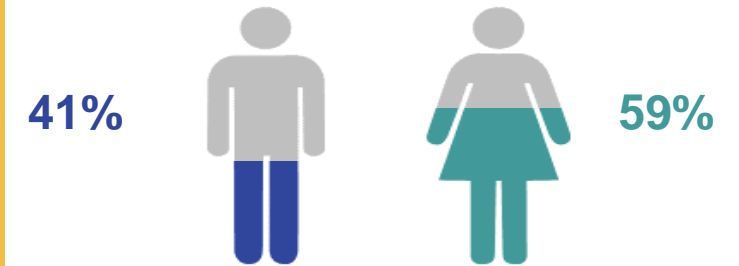
Income

Audience Composition (%)



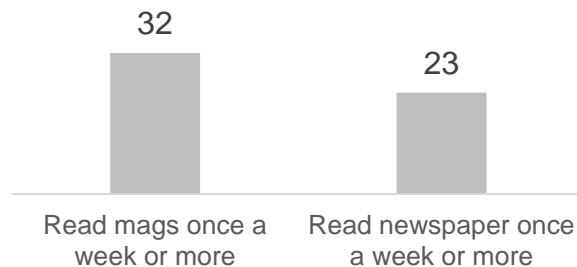
Gender

Audience Composition (%)



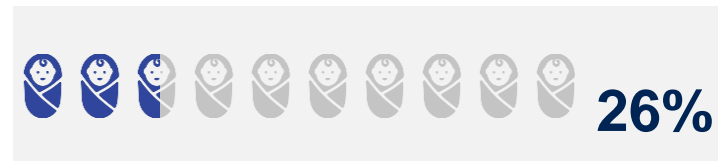
Readership

Audience Composition (%)



Presence of children

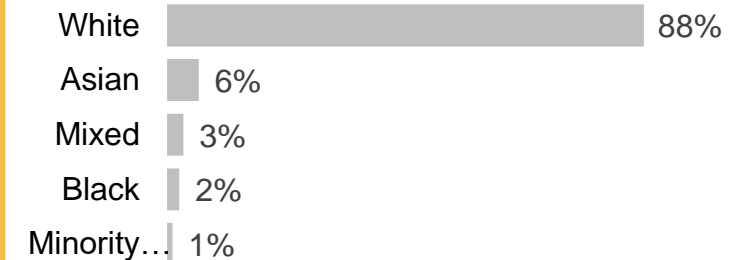
Audience Composition (%)



26% of the audience has children of 0-14 years old in HH.

Ethnicity

Audience Composition (%)



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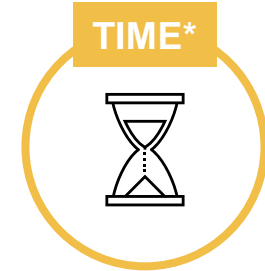
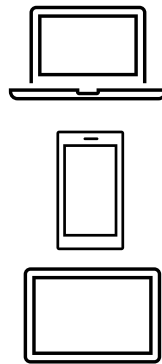
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The device of choice is mobile for most people while consuming fashion and beauty content although men spend most time consuming it on desktops.

Selected devices



	Female	Male
Laptop	5.1m	4.9m
Smartphone	18.3m	11.1m
Tablet	2.0m	0.9m

	Female	Male
Laptop	76m 37s	33m 52s
Smartphone	88m 49s	17m 13s
Tablet	45m 09s	25m 23s



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*Avg. Mins PP.



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Those who consume heavy news content have a stronger affinity to OK, Very and JD Williams.

Interestingly, Shein, Booho and Depop have a higher affinity with those who don't consume news content much.

AUDIENCE AFFINITY INDEX	VISITATION BEHAVIOUR – NEWS VISITORS			
	Heavy visitors	Medium visitors	Light visitors	Non visitors
ASOS	87	111	105	9
Shein	74	108	114	12
OK	121	110	85	0
Vinted	77	117	107	7
Boohoo	76	109	113	6
Very	124	98	92	13
LookFantastic	110	123	83	0
Depop	65	107	121	0
JD Williams	127	115	77	24
MandM Direct	107	124	85	0

VALUE	DESCRIPTION
> 110	High
90 – 110	Medium
< 90	Low



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What have we learnt?

Key Takeaways – Fashion, Style and Beauty Category

- Online fashion brands to watch out for: Simply Be, Vinted and Shein
- Ok! Beauty Box is growing fast and has established itself vs more established brands in the market
- Heavy consumers of news have a higher affinity to OK, Very and JD Williams.
- The category tends to pick up before the holiday season in November and again before summer hits in May
- Most people consume content on the weekend, with Sundays the most popular day
- Most content gets consumed during the daytime, with Sundays observing highest peak in the day
- Profile: Mostly women, middle aged and middle class, white. One third read a magazine once a week or more. Most content is consumed on mobile devices.

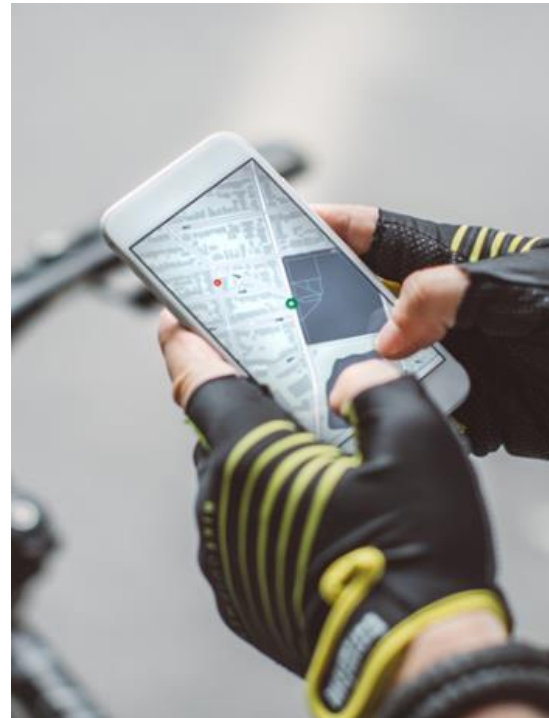
- Few example of areas where this information can help while planning for content and audiences:
 - When to publish new content – day and time
 - Which device the content should be optimised for
 - The fastest growing brands and partnership opportunities
 - Highest cross-over with brands and publishers where additional audiences can be attracted from

Introduction to Ipsos iris

Ipsos iris is about understanding online...



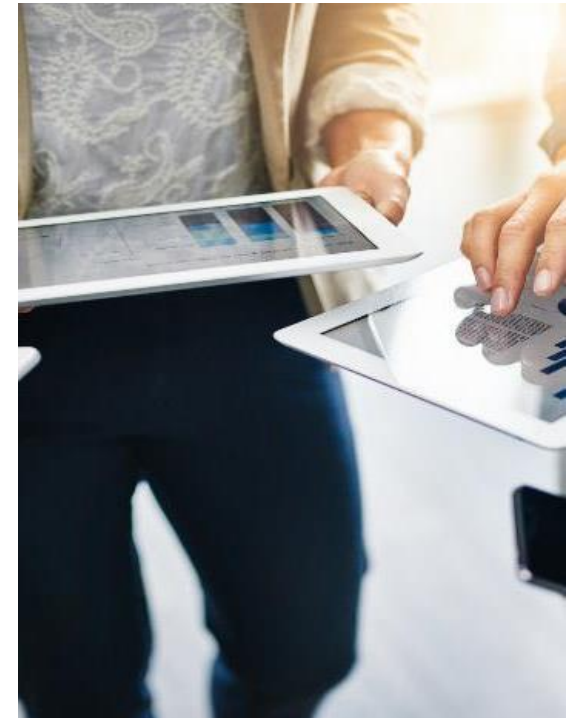
Audiences



Devices



Behaviour



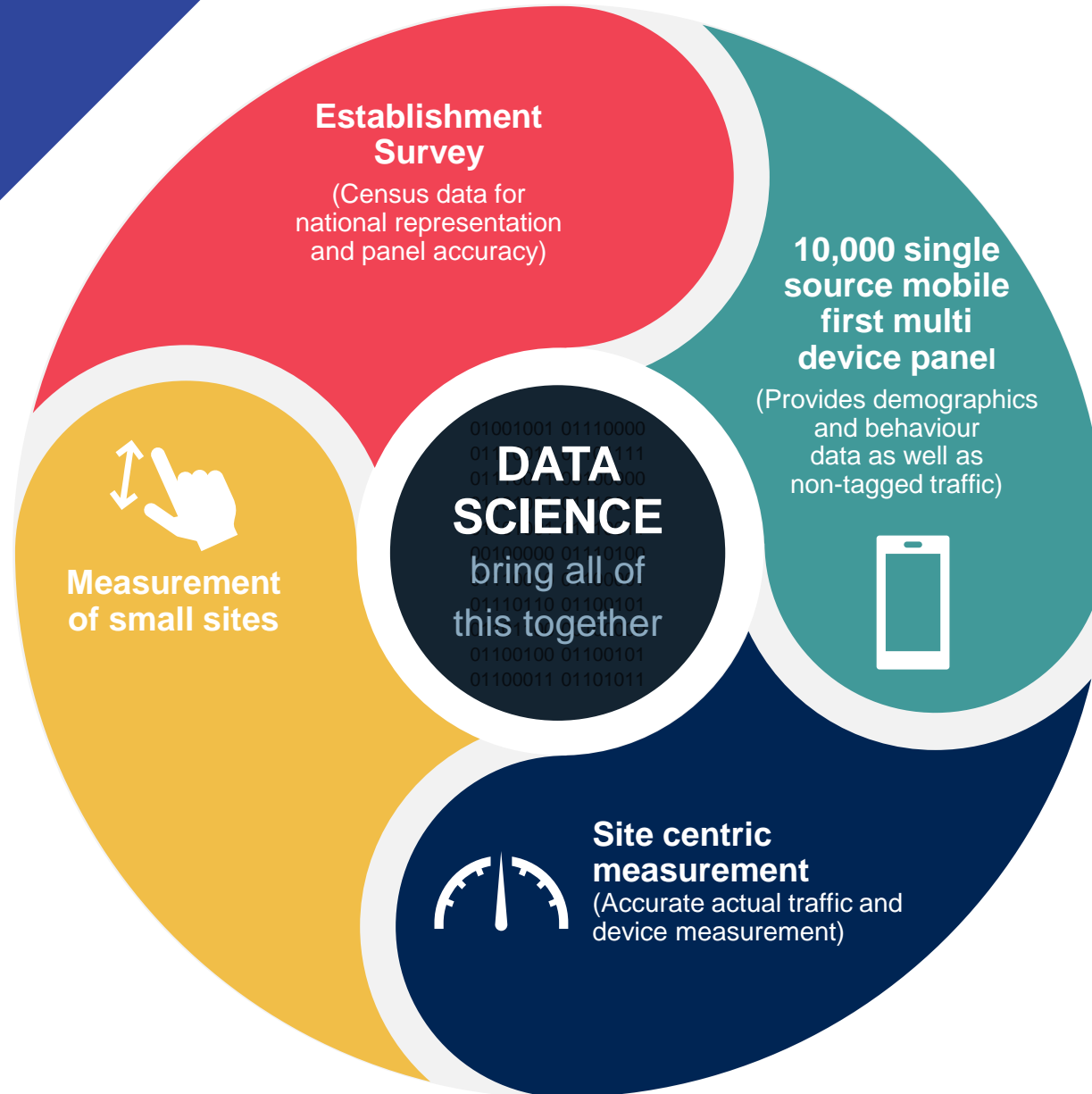
Advertising & Media



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Key Pillars



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Includes detailed demographics and media habits

Age

Gender

Social Grade

Ethnicity

Income

Chief Income Earner

CIE Working Status

Lifestyle Statements

Marital Status

Children

HH Size

Parent or Guardian

Grandparent

Nation

Region (ITV / GOR)

Cities and Towns

Live TV Days

Live TV Hours

Radio Days

Radio Duration

Regular Paper Use

Regular Paper Duration

Magazine Use

Magazine Duration

THANK YOU.

For queries, reach out to your
account team or contact:

support@ipsosiris.com

