

# Does Renting Clothes Make Sense?

**AUDIO** |

**eMarketer Editors**

eMarketer principal analyst Andrew Lipsman, executive editor Rimma Kats, senior corporate account director Sarai Bravo and senior director of global accounts Anne Porto discuss Banana Republic's new clothing rental service: Why do consumers use them? What are the pain points? And can they have mass market appeal? Then, Andrew and Rimma chat about video platforms streaming fashion shows, why Away wants to be a travel company and more.

**Product Categories that US Internet Users Shop for Digitally vs. In-Store, Aug 2019**

% of respondents

	In-store	Digitally	Both
Household cleaning	84%	3%	13%
Packaged food & beverages	84%	3%	13%
OTC healthcare	73%	14%	13%
Haircare products	73%	9%	18%
Skincare products	65%	9%	26%
Makeup, cosmetics, fragrances	61%	16%	22%
Clothing/fashion	53%	20%	27%
Replacement tires	53%	17%	30%
Small home appliances	40%	24%	35%
Toys	32%	23%	45%
Major home appliances	31%	13%	56%
Computing	31%	41%	28%
VR/AR headset/gear	27%	23%	50%
Smartphones	26%	24%	49%
Smart speakers	23%	31%	46%
Wearables	22%	39%	39%
Financial services	20%	47%	33%
TV & video devices	18%	46%	36%

Note: ages 18+

Source: GfK, "GfK FutureBuy 2019: US Market Findings Highlights," Aug 14, 2019

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