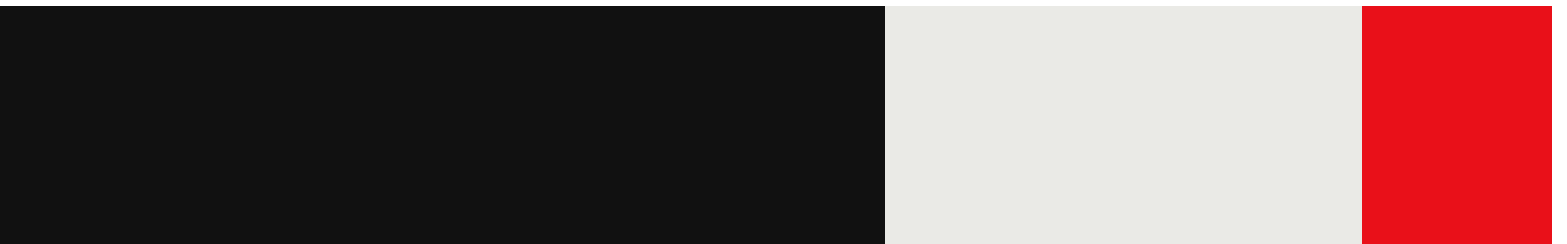


In-store is the most popular way to discover clothing brands and products

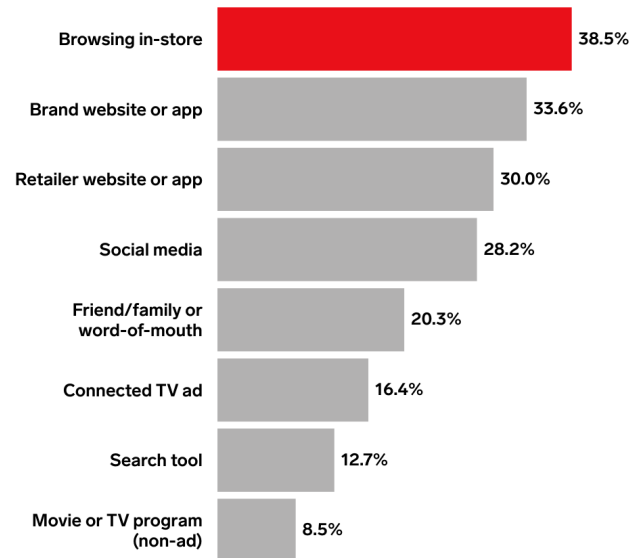
Article



Stores Are the Single Most Influential Channel for Discovering Clothing Brands or Products

% of US clothing buyers, Sep 2023

Q: Think about the new clothing brands/products you purchased. Where did you first see or hear about it? Select all that apply.



Note: n=858; top 8 responses; margin of error is +/-3.3 percentage points; *clothing buyers are those who discovered and purchased a new clothing product within the past 6 months
Source: Insider Intelligence | eMarketer Survey, "US Consumer Path to Purchase," Nov 2023

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Insider Intelligence | eMarketer

Key stat: 38.5% of US clothing buyers say they discover brands and products by browsing in-store, according to our November 2023 Consumer Path to Purchase survey. Discovery through a brand's website or app followed closely behind at 33.6%.

Beyond the chart:

- Shopping in-store gives customers the ability to feel fabrics and try clothing on—a feature for which there is no online equivalent, even as VR and AR technologies allow for visualizations.
- Although discovery is most popular in-store, retailer websites and apps generate more conversions for clothing, shoes, and accessories purchases.
- By 2027, ecommerce will account for more than half (51%) of apparel sales, per our February 2024 forecast.

Use this chart:

- Plan new physical stores.
- Hone your top-of-funnel strategy.

More like this:

- 5 charts on the importance of physical retail and improving the in-store experience
- A guide to in-store tech and how it can fuel omnichannel retail media strategies
- Retail executives worldwide say physical stores add a personal element to the customer experience
- For many Gen Zers, product and brand discovery happens on social media