

Yotpo Fashion Industry Data:

Benchmarks & Insights

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INTRODUCTION

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This report contains exclusive data from:



3,000	eCommerce Fashion Stores
12,410,892	Purchases
\$838,141,151	Spent
1,300,000	Reviews
185	Countries

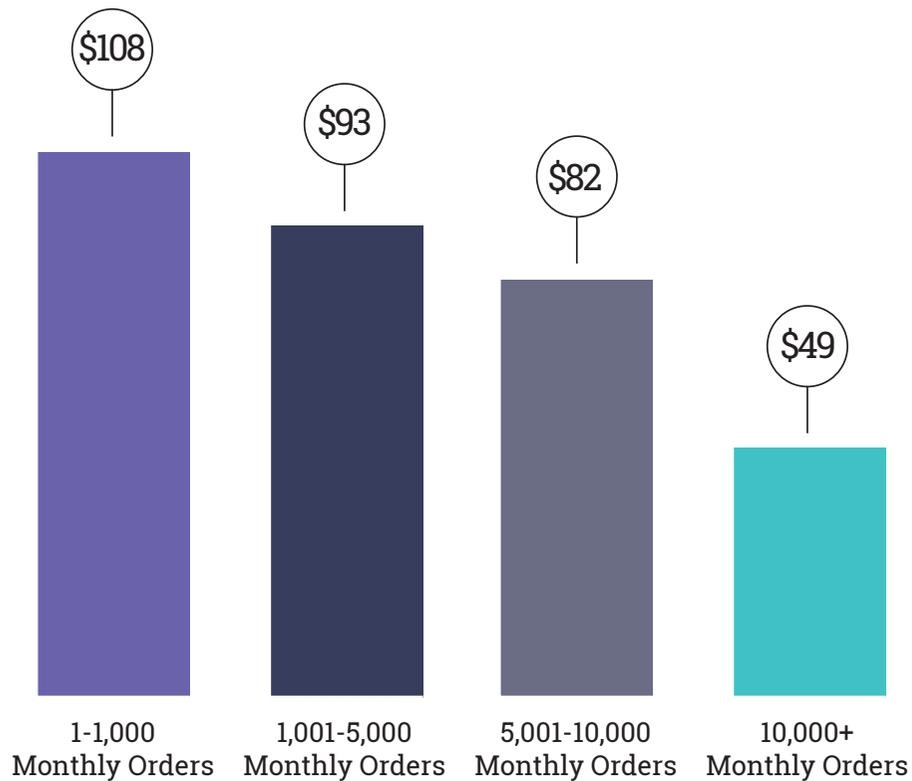
With 150,000 businesses using Yotpo, we are in a unique position to provide online fashion retailers with data that can help them see where they stand in the industry.

In this report, we look at some of the key metrics for fashion stores selling online. Many of the data points are broken down by store size, which we define by the number of monthly orders.

AVERAGE ORDER VALUE FOR FASHION



AOV by Store Size



Figures courtesy of Yotpo's global user database of over 100,000 online businesses, 2016.

Data Driven by

How much are fashion customers spending online?

The average order value (AOV) across fashion stores of all sizes is \$97. When we look at average order value broken down by store size, we see some variance particularly between the biggest and smallest stores. As the number of orders rises, the average order value drops.

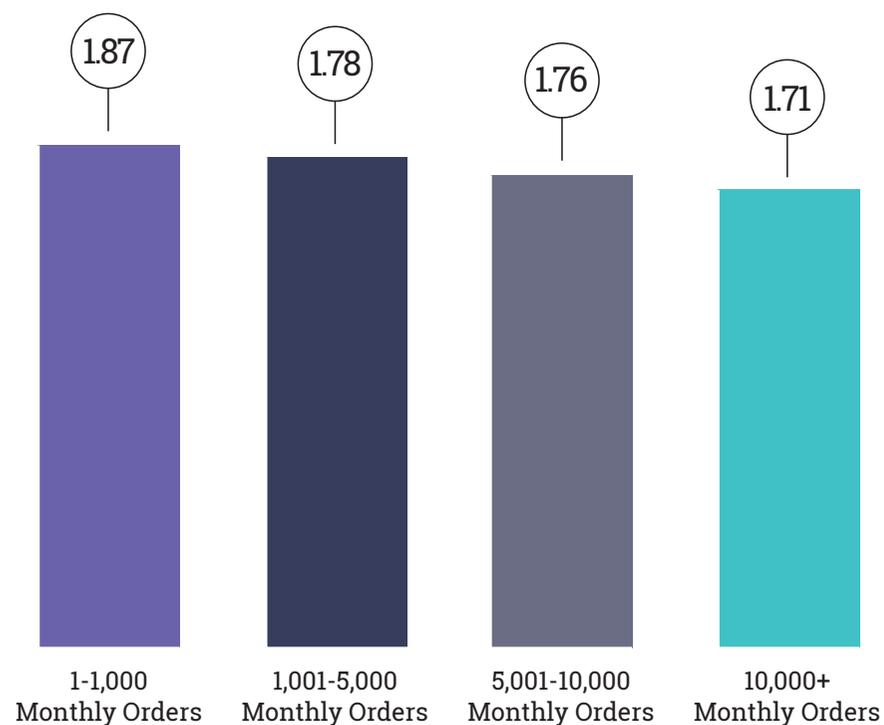
The overall average order value for fashion eCommerce stores is

\$97

AVERAGE CART SIZE IN FASHION



Average # of Products Per Order



Figures courtesy of Yotpo's global user database of over 100,000 online businesses, 2016.

Data Driven by 

Here, we look at the average number of products per order for the fashion industry.

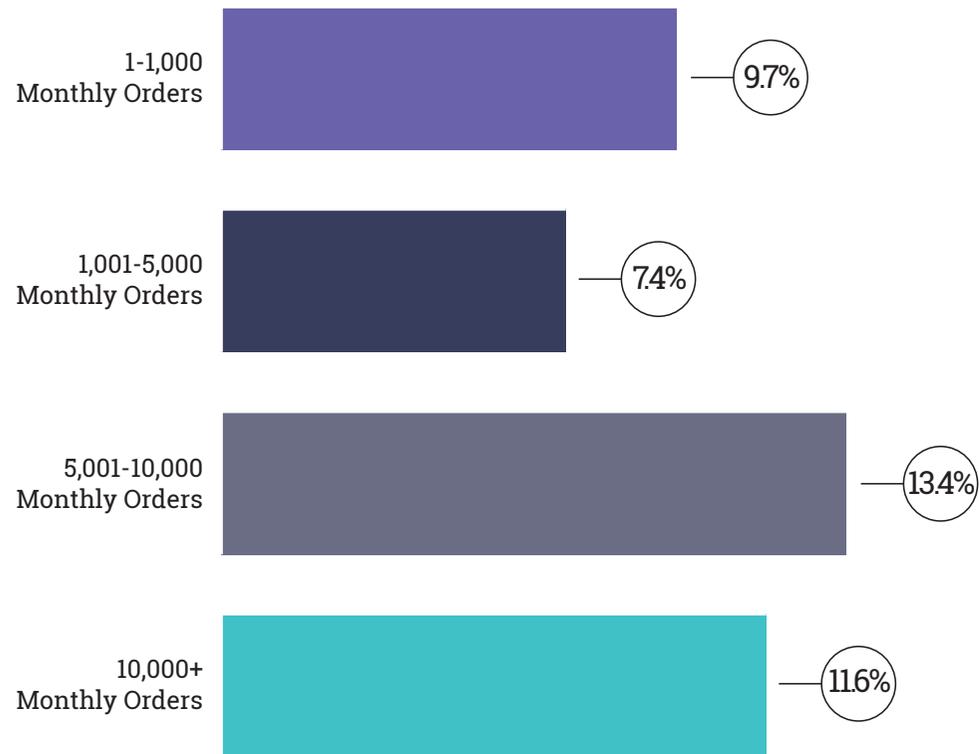
You might expect to see some variance based on store size, but the average cart size remains relatively stable. Combined with the AOV data, it's interesting to note that although smaller stores are taking in over 50% more per order in terms of dollar value, they aren't necessarily selling more products in each order.

The overall average cart size is

1.74
products per order

RETENTION RATES FOR FASHION

How Many Customers Are Returning Shoppers?



Figures courtesy of Yotpo's global user database of over 100,000 online businesses, 2016.

Data Driven by 

Conventional eCommerce wisdom tells us that returning shoppers cost less to acquire and spend more. But just how many customers in fashion are coming back to make that second (or third or fourth) purchase?

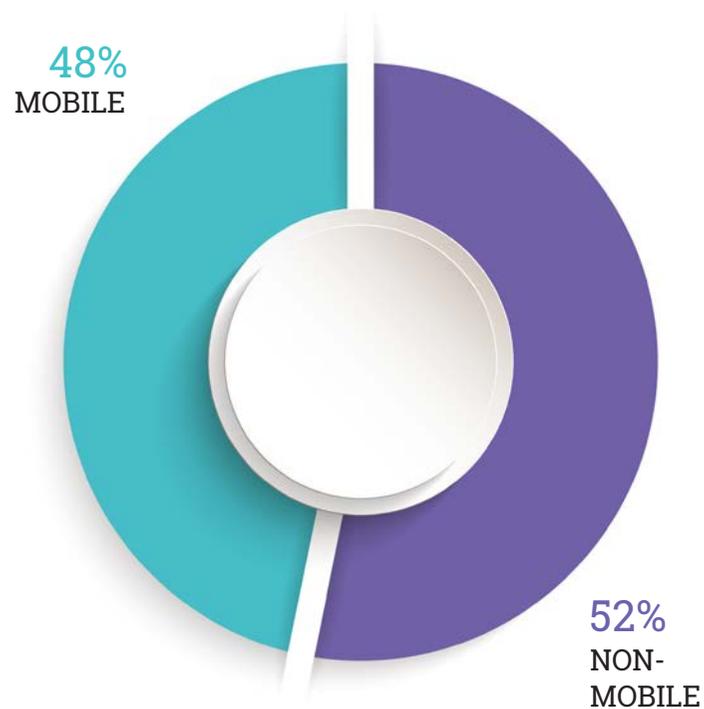
Stores with more than 5,000 monthly orders have higher average retention rates, though loyalty seems to fall off slightly for the biggest stores. Still, stores with the most monthly orders also have the highest percentage of returning customers, proving that proper retention pays off.

MOBILE TRAFFIC IN FASHION

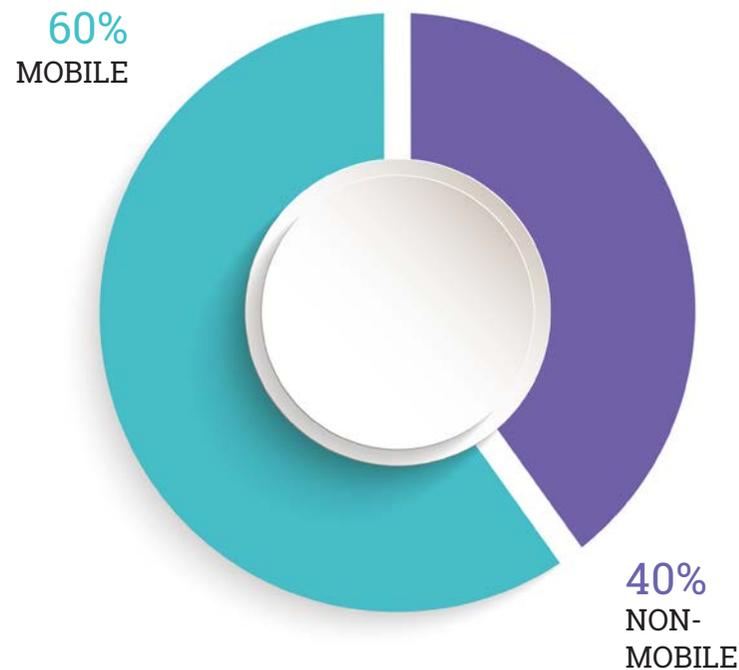
It's no surprise that to be on top of eCommerce, your store needs to be mobile-friendly.

But it's even more important in the fashion business, where we've found that the majority of traffic is coming from mobile devices. Looking at eCommerce as a whole, an average of 48% of traffic comes from mobile, but in the fashion industry that average goes up to 60% of traffic coming from mobile.

Mobile Traffic in eCommerce Overall



Mobile Traffic in Fashion eCommerce



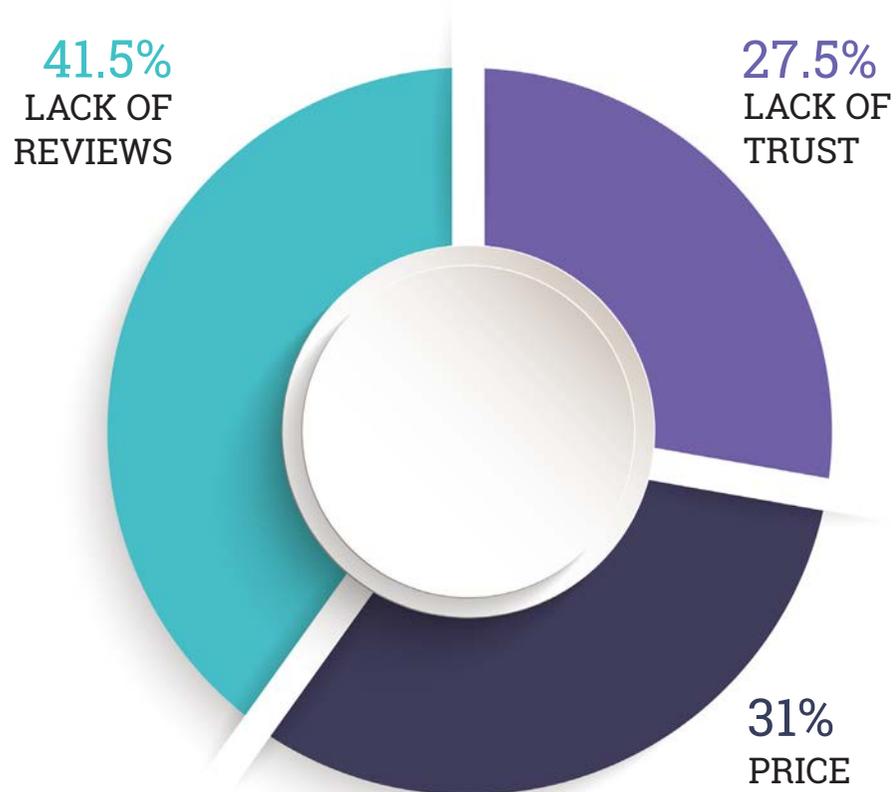
Figures courtesy of Yotpo's global user database of over 100,000 online businesses, 2016.

Data Driven by 



THE IMPORTANCE OF REVIEWS IN FASHION

Reasons Why Shoppers Don't Purchase From New Brands Online



When it comes to the fashion industry, reviews are an absolute necessity.

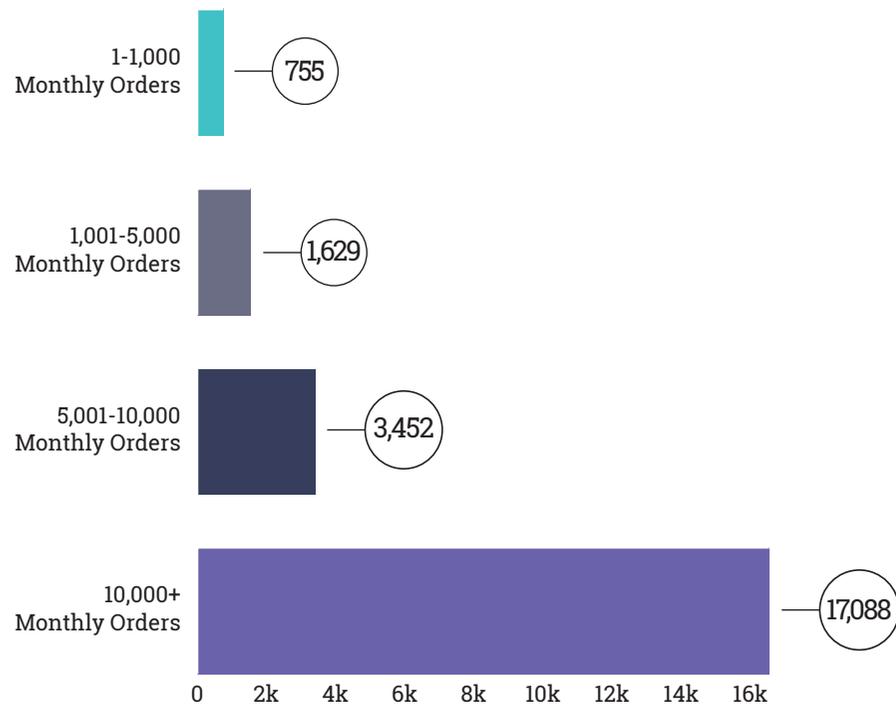
Shoppers rely on the opinions of past buyers to ensure they're making the right choices. And nowhere is this more apparent than in customer acquisition.

Our survey of 500 shoppers showed that reviews are even more important than price when it comes to buying from a new store. To earn new customers, it's vital to have reviews.

A person with long blonde hair, wearing a black cardigan and blue denim jeans with a tear at the knee, is sitting on a blue metal railing. The background is a blurred outdoor setting with a concrete wall and pavement.

AVERAGE TOTAL NUMBER OF REVIEWS FOR FASHION

Average Number of Total Reviews



Figures courtesy of Yotpo's global user database of over 100,000 online businesses, 2016.

Data Driven by 

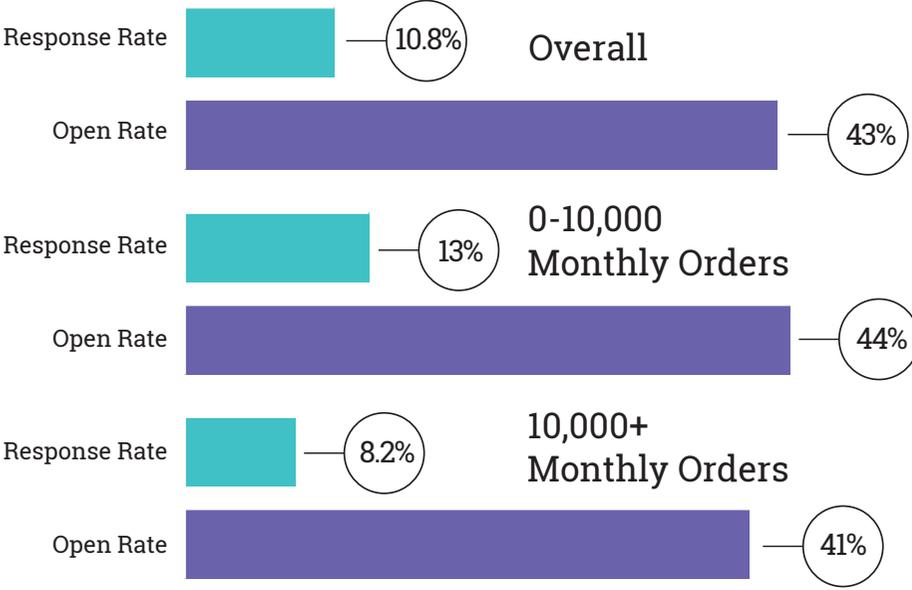
How many reviews should a store have?

Stores in the fashion industry tend to get more reviews than the average for eCommerce, but the total number can depend on a lot of factors including the number of monthly orders, the amount of time the store is in business and the price of the products sold. The data on this page reflects fashion businesses of different sizes, ages and price points.



REVIEW CONVERSION RATE FOR FASHION

Response Rate to Review Requests by Store Size



Review conversion rate refers to the percent of buyers who convert into reviewers. In fashion, review conversion rate is higher than the overall eCommerce average, which hovers around 6-8%.

When stores email shoppers for reviews of products they've bought, 43% of shoppers open review request emails, and 10.8% of those people write reviews. Stores on the smaller end have even higher average rates with 13% of shoppers writing reviews.

Figures courtesy of Yotpo's global user database of over 100,000 online businesses, 2016.

CONCLUSION

The fashion industry has been in a state of upheaval in recent years. As brands clamor to keep up with the emergence of eCommerce, fashion stores need to know relevant benchmarks and insights to help them attract and keep customers and see where they stand amongst the competition.

What is **Yotpo**?

Yotpo is a **reviews and marketing solution** that helps businesses **get tons of reviews** and use them **to boost traffic, retain customers and increase sales**. Over 150,000 businesses worldwide use Yotpo's amazing features like:

- ★ Exclusive in-mail review technology, resulting in 9x more reviews
- ★ Seamless Facebook and Twitter integration, spreading your reviews over social networks
- ★ Powerful SEO tools that build your keywords and increase your search rank
- ★ Google partnership that shows your reviews in AdWords campaigns

Want to learn more about what we do?

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