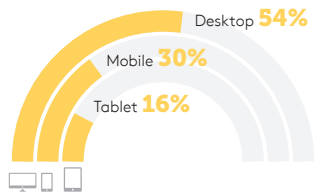


Reach More

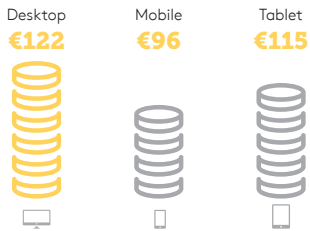
Insights.

European buying habits and trends of the online fashion industry

Traffic by device in 2016 (in %)



Order values by device (per order)



The European average basket size (per order) is

1-2 products



The average order value (per order) in Europe is

€119

Source: nosto

Reach More.

Europe

Austria
vienna@rtladconnect.com

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brussels@rtladconnect.com

Denmark
copenhagen@rtladconnect.com

France
paris@rtladconnect.com

Germany
cologne@rtladconnect.com

Italy
milan@rtladconnect.com

Luxembourg
luxembourg@rtladconnect.com

Poland
warsaw@rtladconnect.com

Scandinavia
copenhagen@rtladconnect.com

Spain
madrid@rtladconnect.com

The Netherlands
amsterdam@rtladconnect.com

United Kingdom
london@rtladconnect.com

EU/Middle East

Turkey
istanbul@rtladconnect.com

Middle East

UAE
dubai@rtladconnect.com

North America

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Total Video Audiences,
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Spain






Italy













The Netherlands




Belgium






Germany








Hungary

Austria

Switzerland


The largest fashion, beauty and lifestyle network on YouTube.

500M+ Community reach
76%+ Female
2.2B+ Average monthly views
74%+ Millennial



In this reality show, 5 women compete for the best outfit for a special topic. The women have a set budget and a time limit for a shopping tour in their home city. The outfits are evaluated by their competitors and the host of the show.

1.1M viewers 4+
162K viewers 4+
695K viewers 3+

43.1K viewers 3+
36.4K viewers 3+

67.4K viewers 3+

January-June 2017. Eurodata TV, CIM / GfK Audimetric (Belgium); Eurodata TV, Médiamétrie / Médiamat (France); Eurodata TV, AGF / GfK Fernsehforschung (Germany); Mediapulse Fernsehpanel (Kantar Media) (Switzerland); AGT/GfK TELETEST; Evogenius Reporting (Austria)

Non-exhaustive list

Inspirational Format

