

Google

The Future of fashion

Think with Google

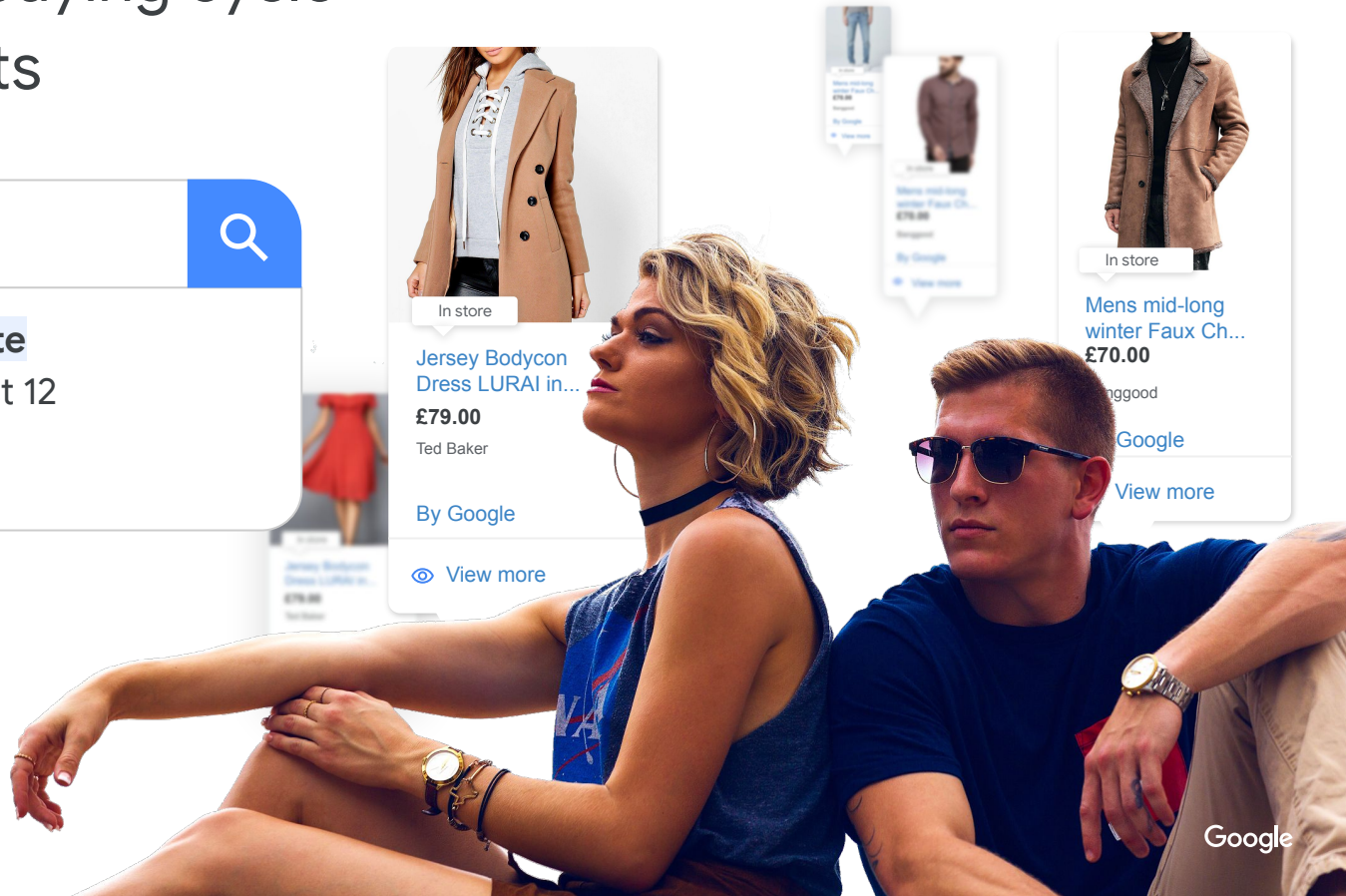
The seasonal buying cycle no longer exists

13,888

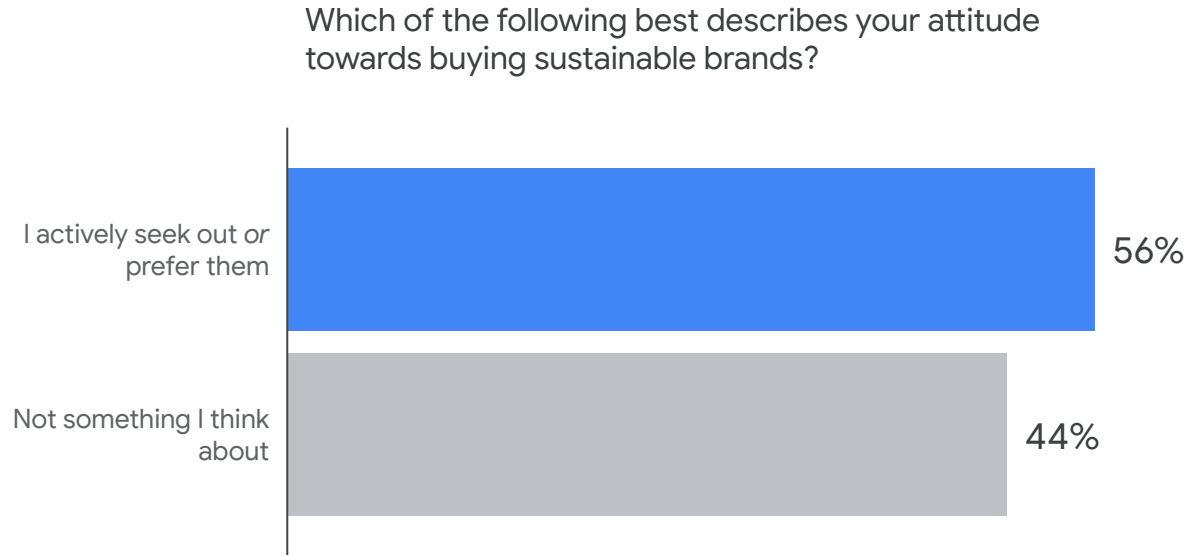


Searches per minute

for Apparel in the last 12
months in the UK



Majority prefer sustainable clothing brands





“

A lot of the Nike trainers and all the Adidas trainers that I've worn, have been influenced by stuff that I've seen on YouTube ... **I've gathered a lot of my fashion sales from videos that I've seen on YouTube.**




Male 25, London

YouTube watch time gains momentum in the United Kingdom, particularly on TV screens



+27%

watch time increase in the UK in the
past 28 days¹



+31%

watch time increase on TV screens
in the UK in the past 28 days¹

Source: YouTube internal data ending April 12, 2020, compared to the previous 28 days. Calculated for a given month (28 days) using the 7da average of the specified pre and post period.

Unprecedented **acceleration** of UK ecommerce

