Digital video is the new window shopping

Video is being used throughout the shopping journey, including the earliest stages of brand awareness. From seeing your favorite creator’s latest home revamp to watching shopping sprees, people are turning to YouTube for early-stage ideas and inspiration.

Over the last two years, watch time on YouTube has grown:

- 80% of shoppers who watched a YouTube video related to a purchase they were planning to make said they watched in the beginning of their shopping process.¹
- Of watch time of apartment tour/home tour videos in the past two years.²

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10× ‘Shop with me’ videos on mobile

12× ‘Does it work’ videos³

2× ‘Everything you need to know’ videos on mobile

Digital video is the new store clerk

In an attempt to actually try before they buy, people are increasingly seeking advice from others about what to buy. Whether they’re tagging along on a video shopping trip with influencers or learning specific details about products, shoppers are turning to real people they feel they can trust.

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Digital video is the new instruction manual

Whether pre-purchase or post-purchase, video comes in handy when people want to see a product in actual use. They turn to these other’s real-life experience to understand what to do after they take that box.

50,000+ Product review videos

50,000+ videos watched on mobile in the past two years.⁶

When it comes to learning about new products, YouTube users are 3X more likely to prefer watching a YouTube tutorial video than reading the product’s instructions.⁷

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70% In the past year, 70% of millennial YouTube users learn how to do something new or learn more about something they’re interested in.⁸

Sources

² Google Data, U.S., Classification as “apartment tour, home tour, or house tour” videos based on public data, such as headlines, tags, etc., and may not account for every such video available on YouTube, March 2016–March 2018.
³ Google Data, U.S., Classification as “Shop with Me” videos were based on public data, such as headlines, tags, etc., and may not account for every such video available on YouTube, Jan.–June 2015 and 2017.
⁴ Google Data, U.S., Classification as “Does it work” videos based on public data, such as headlines, tags, etc., and may not account for every such video available on YouTube, Jan.–June 2015 vs. Jan.–June 2017.
⁵ Google Data, U.S., Classification as “Everything you need to know” videos based on public data, such as headlines, tags, etc., and may not account for every such video available on YouTube, Jan.–June 2015 vs. Jan.–June 2017.
⁶ Google Data, U.S., YouTube Data, U.S., Classification as product review videos were based on public data, such as headlines, tags, etc., and may not account for every such video available on YouTube. Categories included Beauty & Fitness, Computers & Electronics, Mobile Phone, Food & Drink, Games, Home & Garden, and Shopping, July 2015–June 2017.
Digital video is the new window shopping. In an attempt to virtually try before they buy, people are increasingly seeking advice from others about what to buy. Whether it’s tagging along on video shopping trips with influencers or learning specific details about products, shoppers are turning to real people they feel they can trust.

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50,000 years of product review videos watched on mobile in the past two years.²

In the past year, 70% of millennial YouTube users watched YouTube to learn how to do something new or learn more about something they’re interested in.³

When it comes to learning about new products, YouTube users are 3X more likely to prefer watching a YouTube tutorial video than reading the product’s instructions.⁴

Whether pre-purchase or post-purchase, video comes in handy when people want to see how a product is actually used. They want to see others’ real life experiences to understand what to do after they open that box.

“Shop with me” videos on mobile³

“Does it work” videos⁴

“Everything you need to know” videos on mobile⁵

Sources

2. Google Data, U.S., Classification as “apartment tour, home tour, or house tour” videos based on public data, such as headlines, tags, etc., and may not account for every such video available on YouTube, March 2016–March 2018.
3. Google Data, U.S., Classification as “Shop with Me” videos were based on public data, such as headlines, tags, etc., and may not account for every such video available on YouTube, Jan.–June 2015 and 2017.
4. Google Data, U.S., Classification as “Does it work” videos based on public data, such as headlines, tags, etc., and may not account for every such video available on YouTube, Jan.–June 2015 vs. Jan.–June 2017.
5. Google Data, U.S., Classification as “Everything you need to know” videos based on public data, such as headlines, tags, etc., and may not account for every such video available on YouTube, Jan.–June 2015 vs. Jan.–June 2017.
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