

A photograph of two young women sitting on stone steps in front of a building with a black wrought-iron railing. The woman on the left is wearing a black leather jacket and black boots, holding a white coffee cup. The woman on the right is wearing a white long-sleeved shirt and black pants, also holding a white coffee cup. They are both smiling and looking at each other. Several shopping bags are on the ground around them.

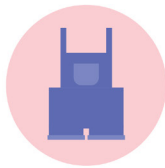
Fashion Trends for Canadian Marketers: Fashionistas Go to YouTube for the Latest Looks

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When temperatures rise in Canada, shopping season heats up. The hunt for the perfect bomber jacket and the trendiest lipstick has consumers turning to online video. And YouTube-watching fashionistas plan to spend 15% more on spring/summer fashion than general population fashionistas.

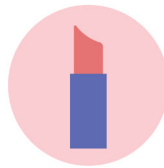
think with **Google**

Midi skirts and shirt dresses are so last year. This year, it's all about the overalls.¹ The arrival of spring (with summer just around the corner) means Canadians are looking to update their wardrobes with the latest fashion and beauty trends. According to [Google Trends](#), fashion is going casual this summer, and more women will be experimenting with new beauty rituals.¹



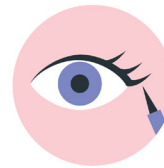
What's IN this summer in Canada

Bomber jackets
Rompers
Jogger pants
Overalls
Ripped jeans



Rising Beauty Searches

Eyelash extensions
Eyebrow filler
Lipstick



Top-Searched Beauty Questions

How to contour?
How to make makeup?
How to get rid of dark circles?
How to do a smokey eye?
How to apply eyeliner?
How to clean makeup brushes?
How to shape eyebrows?

Source: Google Trends data, May 2015 vs. May 2016, Canada.

To get a deeper understanding of how shoppers engage on YouTube, we conducted research among Canadian women 18+ who are in market for spring/summer fashion and beauty purchases. Let's call them "fashionistas."

We found that seasonal changes influence 51% of fashionista YouTube watchers to consider wardrobe refreshes.² As the weather and our wardrobes change, let's see what this means for marketers.

YouTube is a go-to destination for beauty and fashion content

YouTube is bursting at the seams with fashion and beauty content. YouTube creators lead the way in providing useful content that fashionistas love. One in two fashionistas has watched a fashion/beauty YouTube video.³

This isn't just the young'uns. Women of all ages (including millennials, Gen Xers, and boomers) turn to YouTube for fashion and beauty content.³

Product reviews and demos top the list of YouTube content fashionistas love to watch.³ Here's how the rest of the list breaks down:³



Source: Google/Ipsos, "Spring/Summer Fashion," 2016, Canada, online females 18+, overall n=951.

Marketer takeaways: You can reach engaged Canadian shoppers on YouTube. YouTube has diverse and passionate audiences who are [more likely to engage with your ads than TV viewers](#).

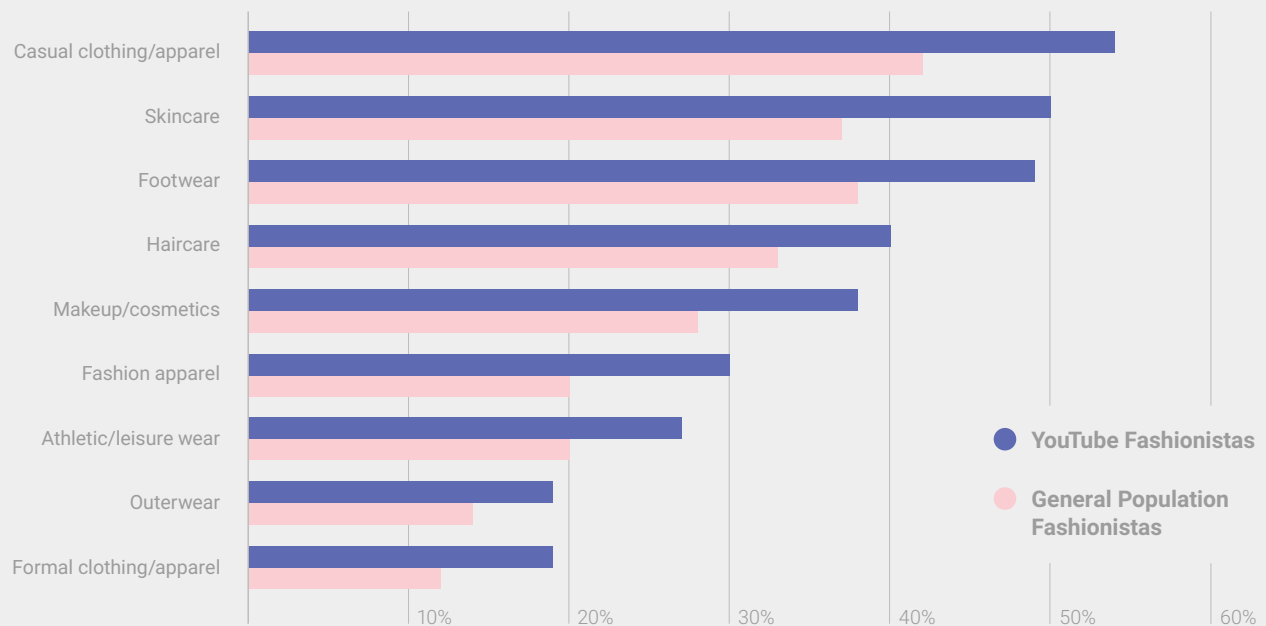
Find ways to create content relevant to what fashionistas love. Consider taking a page from a YouTube star who has a dedicated fan base and a track record of creating helpful content, like BeautyyBird's [fashion hacks](#) video or Zoella's [product review video](#).

YouTube is home to the big spenders

YouTube fashionistas are looking to shop. One key finding from our research is YouTube fashionistas plan to spend 15% more on spring/summer fashion than general population fashionistas.⁴

YouTube fashionistas are more likely to shop for items across several fashion categories. Here are the numbers on how likely they are to shop for themselves in the next three months by category:⁵

YouTube fashionistas are in-market



Source: Google/Ipsos, "Spring/Summer Fashion," 2016, Canada, online females 18+, overall n=1001, YouTube users n=469, showing top two on a seven-point scale.

Marketer takeaways: Get in front of YouTuber shoppers now.

Seasonal changes cue shopping sprees and these YouTubers are looking for inspiration.

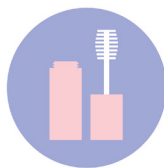
Trailing-millennial fashionistas point to the future of media consumption

Trailing millennials (ages 18–24) may seem like a small group now, but they can show where media consumption is headed. Let's take a look at how Canadian trailing-millennial fashionistas keep up on the latest in beauty and fashion.

Trailing millennials rely on YouTube even more the general population: 96% use YouTube at least monthly,⁶ and 55% of trailing-millennial fashionistas subscribe to a beauty or fashion channel.⁷

In their search to find the right boho dress, trailing millennials are digital first. Seventy-five percent use digital/social media on their path to purchase, and 30% use online videos.⁷

Online videos help them get ideas on how to put an outfit together, which eye shadow pallets work for different eye types, and what looks are in. They watch the same types of videos as general YouTube fashionistas, but at a higher rate:⁷



72% beauty tutorials and how-tos



61% fashion tutorials and how-tos



60% fashion looks



57% product reviews and demos

Source: Google/Ipsos, "Spring/Summer Fashion," 2016, Canada, online females 18+, trailing millennials n=113.

Marketer takeaways: If you want to know how your marketing strategy or media mix should evolve over the next five or ten years, understanding these trailing millennials can help pave the way forward.

Trailing millennials are trendsetters, so investing in YouTube long-term can help you maximize impact and win over this (and future) emerging markets.

All images created with Pantone's colours of the year: [Rose Quartz and Serenity](#).

Sources

- 1 Google Trends data, May 2015 vs. May 2016, Canada.
- 2 Google/Ipsos, "Spring/Summer Fashion," 2016, Canada, online females 18+, YouTube users n=469.
- 3 Google/Ipsos, "Spring/Summer Fashion," 2016, Canada, online females 18+, overall n=951.
- 4 Google/Ipsos, "Spring/Summer Fashion," 2016, Canada, online females 18+, overall n=1001, YouTube users n=469.
- 5 Google/Ipsos, "Spring/Summer Fashion," 2016, Canada, online females 18+, overall n=1001, YouTube users n=469, showing top two on a seven-point scale.
- 6 comScore, "Media Metrix Multiplatform," females, 18–24, March 2016.
- 7 Google/Ipsos, "Spring/Summer Fashion," 2016, Canada, online females 18+, trailing millennials n=113.