Winning

with the perpetual shopper

The seasonal buying cycle no longer exists

10,000+

Searches per minute
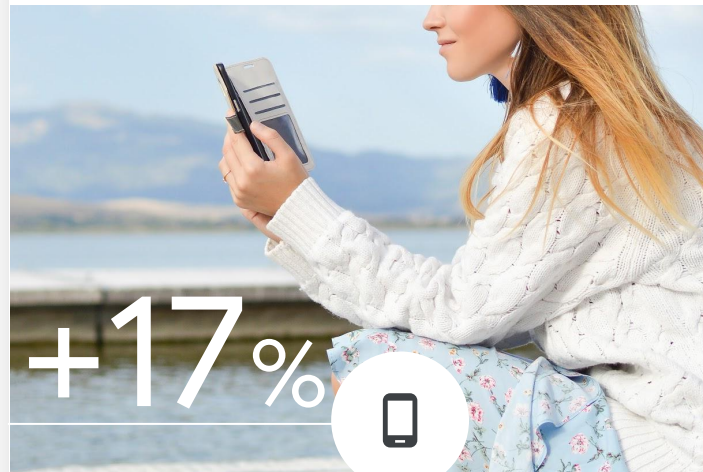for fashion items in the last
12 months in the UK

Jersey Bodycon Dress LURAI in...
In store
£79.00
Ted Baker
By Google
View more

Mens mid-long winter Faux Ch...
In store
£70.00
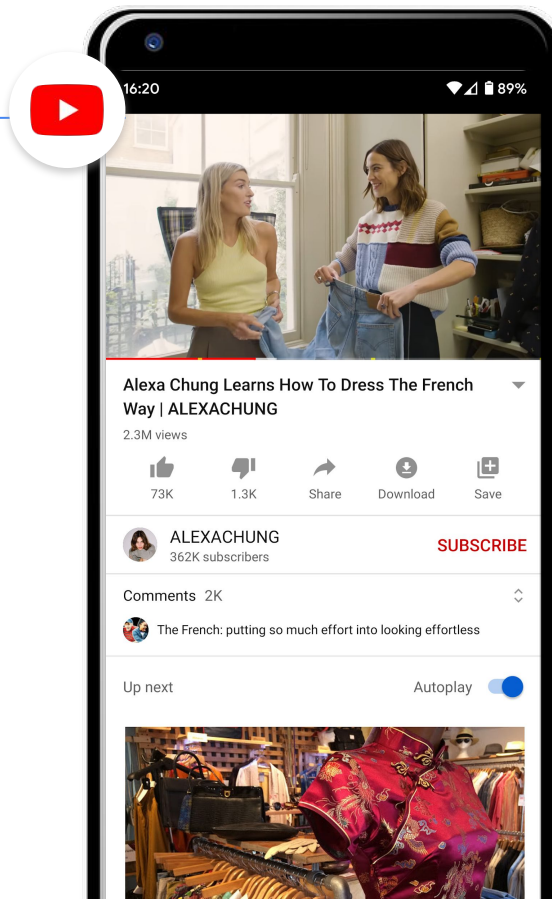Banggood
Google
View more

+7%

YoY growth in the last 12 months for the **fashion brand searches**
(in all devices)

+17%

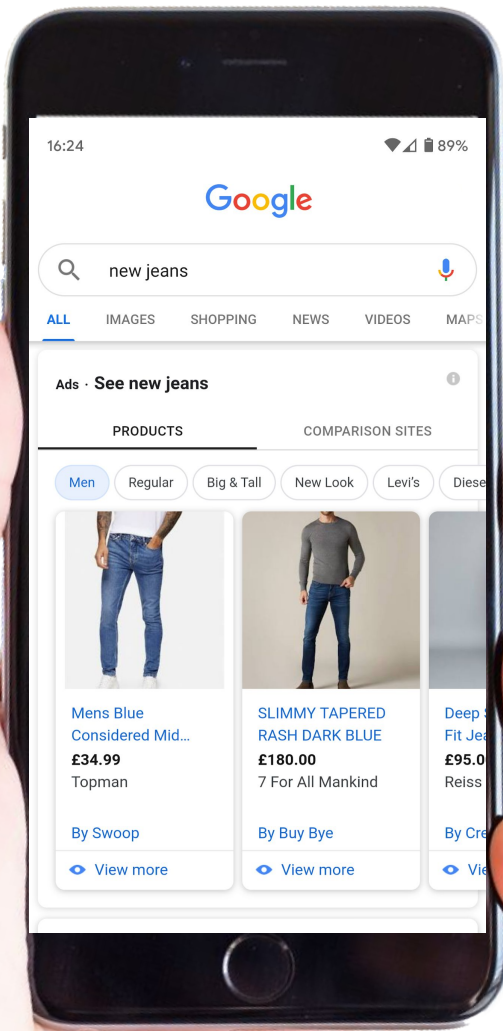YoY growth in the last 12 months for the **fashion brand searches**
(mobile only)

Think with Google

Real time **source of inspiration**

16:20

Alexa Chung Learns How To Dress The French Way | ALEXACHUNG

2.3M views

👍 73K   👎 1.3K   ↪ Share   ⬇ Download   ➕ Save

ALEXACHUNG
362K subscribers   **SUBSCRIBE**

Comments 2K

The French: putting so much effort into looking effortless

Up next   Autoplay ⬤

Customers pay

3X

more attention to YouTube ads that are relevant to them

Think with **Google**

> Most days I'm looking online. **I'm always looking throughout the week for something new to wear for the weekend.** It's always online, it's just a lot easier; straight onto my phone, looking at my apps.

Male respondent, 29, Bristol

Think with Google

Online has supplanted old linear models of consumer awareness

I think technology has made things easier. Rather than getting a subscription to a magazine every month and find out what's new ... I can look at Missguided, Nasty Gal or Pretty Little Thing and within two days they have a completely new range.

Female respondent, 20, York

Think with Google

Key Consumer Motivations

PERPETUAL PATH TO PURCHASE

People are **constantly discovering** products and are **comfortable with algorithms helping them**

01

REAL TIME INSPIRATION

In a state of constant discovery, consumers are happy to receive personalised recommendations – advertising is perceived to be helpful. Make sure you show up and serve the ads they want, at the right moment.

02

PRESSURE FOR NEWNESS

Social media drives a growing pressure to continually refresh wardrobes, however conflicts with many shoppers' emerging sustainable lifestyle goals. Be mindful about how your brand shows up in the marketplace.

03

CONVENIENT CONSUMPTION

Shoppers are fatigued by never-ending choices online and frustrated with in-store experiences that aren't keeping up with the ever-increasing expectations. Turn data into action to cut through the noise and make personalised recommendations.

Think with **Google**