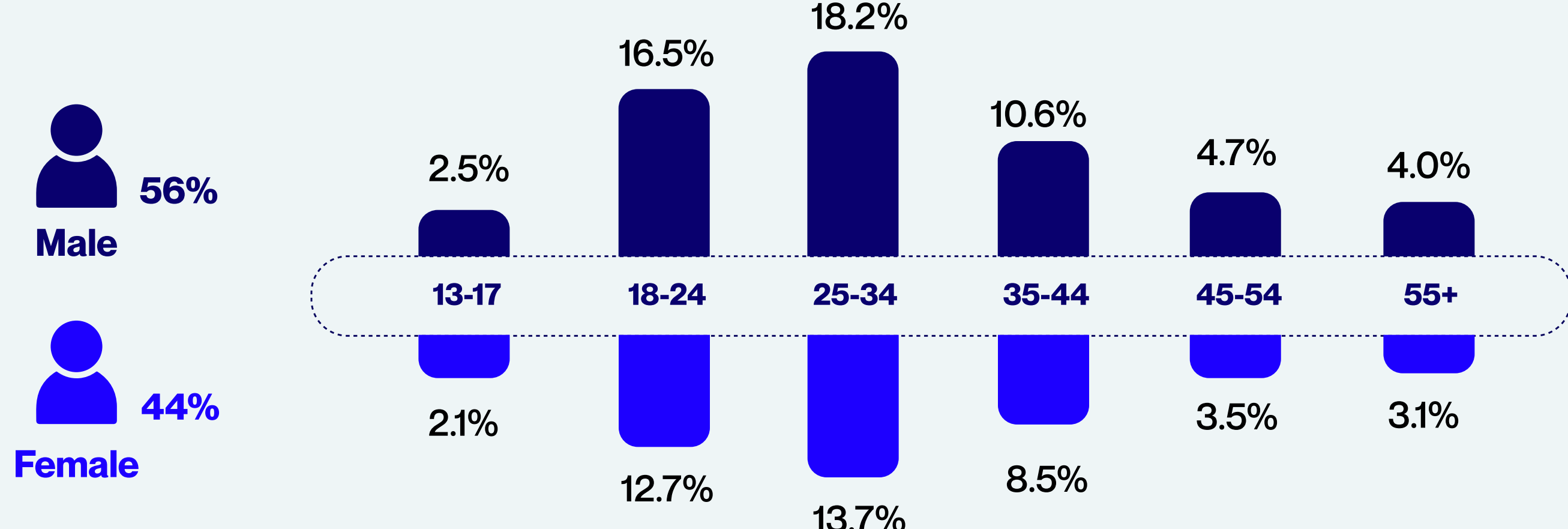


# Fashion

In order to understand fashion consumers, we compare the audience demographics, content preferences, and ecommerce behaviors of the fashion audience on social video.

## Audience



## Content

Year Over Year Views

+32%

145B

Last 365 Days

110B

365 Days Prior



The size of the dot indicates the number of videos in each category on YouTube. Categories with high viewership and low supply represent areas of opportunity for brands and creators. YoY timeframe is October 2021-2022 versus October 2020-2021. Data available upon request.

## Behavior

### What they watch:

#### Fashion Content

- Shawls & Wraps
- Workwear
- Coats & Jackets
- Body Piercing
- Swimwear

#### Other Content

- Entertainment Industry
- Experiential Learning
- Mind & Body Positivity
- Anti-Aging
- Snowboarding

### What they buy:

#### Products

- Bracelets
- Drawing Books
- Bath & Body Brushes
- Down Jackets
- Hair Dryers

#### Brands

- MUJI
- VELCRO
- Polaroid
- NIVEA
- Timberland

### Websites they visit:

millenarywatches.com

ebay.com

rebook.co.uk

maneaddicts.com

thenorthface.com.au

These insights stem from an analysis conducted using Tubular data on thousands of social videos. Behavior data connects social video viewership to ecommerce activity on Amazon.com. Data available upon request.



Fashion campaigns can be inspired by **adjacent content categories**. Fashion lovers are **4.7x** more likely to watch content about **Mind & Body Positivity**. Aligning a Fashion campaign with this topic can help reach new viewers.



Fashion viewers are also self-care and beauty fans. They are **5.5x** more likely to buy **Bath & Body Brushes**, **5.1x** more likely to shop for **Hair Dryers** and **2.4x** more likely to shop for **Nivea** body products online.



As people return to in-person offices, workwear is trending! The fashion audience is **4.5x** more likely to watch content about **Workwear** which could inspire a new campaign focus.

Interested in supercharging your social video strategy?

Get in touch