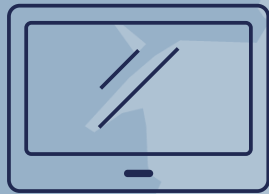


# The UK Online Audience



Julie Forey  
IAB Research Breakfast  
Oct 2019



# Setting the industry standard for online audience measurement

UKOM is where industry stakeholders come together to define and govern a UK standard for audience measurement across PC, tablet and smartphone.

We quantify audiences in terms of people, not browsers or machines – because demography still lies at the heart of what advertisers want to achieve.



# UKOM Website: [www.ukom.uk.net](http://www.ukom.uk.net)

**UKOM** About Us Data & Insight UKOM at 10 News & Views Products & Access Contact

## Digital Market Overview

**UKOM DMO DIGITAL MARKET OVERVIEW Q1 | 2019**

**Q1 2019 UK Digital Market Overview report**

Insights include: Seasonal uplifts for Government, Automotive and Career categories with Parliament.uk, Indeed and Autotrader showing most growth compared to December 2018. Time spent on mobile...

**UKOM DMO DIGITAL MARKET OVERVIEW Q4 | 2018**

**Q4 2018 UK Digital Market Overview report**

Insights include: the 'mobile only' audience has grown by 7% points over the last year, up from 25% to 32% of the UK online adult population; and, compared to September 2018, of the top 10 sites by unique visitors...

**UKOM DMO DIGITAL MARKET OVERVIEW Q3 | 2018**

**Q3 2018 UK Digital Market Overview report**

Insights include: mobile devices account for 75% of all adults time online, women spend more time online on via mobiles than men and almost one third of all adults now access the internet only via mobile devices...

**UKOM** About Us Data & Insight UKOM at 10 News & Views Products & Access Contact

## Insights

**Fashion Retailers**

In July 2019, 27 million UK adults visited clothing retailers online and every month Comscore reports on over 300 properties which are classified under the category 'Retail - Apparel'. To coincide with London Fashion week, UKOM explores usage of the category and identifies winners and losers over the last year.

16.09.2019

**New Mobile Finance Apps**

Each month, UKOM's partner, Comscore, reports usage data for nearly 2800 mobile apps, over 50 of which are in the financial services category.

25.06.2019

**Online Travel Agents**

UKOM looks at online travel agents to explore if category visitors are down year-on-year and who are the biggest winners and losers.

12.06.2019



# UKOM Insights: Fashion Retailers 2019



**Support The Guardian**  
Available for everyone, funded by readers  
Contribute → Subscribe →

Search jobs Dating Sign in Search UK edition

**The Guardian**

News Opinion Sport Culture Lifestyle More

Environment Climate change Wildlife Energy Pollution

**London fashion week**

## Extinction Rebellion stage funeral at London fashion week finale

The activist group focused on fast fashion as a major factor in the climate crisis and called for drastic reform

Lauren Cochrane  
Tue 17 Sep 2019 19:54 BST

164



▲ Extinction Rebellion's protest outside a fashion week venue in London. Photograph: Henry Nicholls/Reuters

The end of London fashion week was somewhat sombre on Tuesday evening. It culminated in Extinction Rebellion's funeral march calling for the event to end in its current form, with the group criticising the clothing industry as a major offender in the climate crisis.



## Fashion Retailers


In July 2019, 27 million UK adults visited clothing retailers online and every month Comscore reports on over 300 properties which are classified under the category 'Retail – Apparel'. To coincide with London Fashion week, UKOM explores usage of the category and identifies winners and losers over the last year.

16.09.2019

# UKOM Insights: Fashion Retailers 2019



<https://www.oxfamapps.org.uk/secondhandseptember/>

 #SecondHandSeptember [TAKE THE PLEDGE](#)

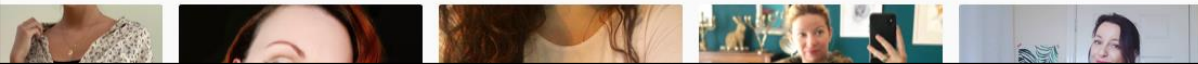
## SECOND HAND SEPTEMBER

[TAKE THE PLEDGE](#)

Every week 11 million items of clothing end up in landfill. Throwaway fashion is putting increasing pressure on our planet and its people - it's unsustainable. Now there's something you can do to help. [Join Second Hand September](#) and pledge to say no to new clothes for 30 days.

Share your second hand finds on Twitter and Instagram with #SecondHandSeptember to be entered into our [prize draw](#) to win prizes each week.

[All](#) [Twitter](#) [Instagram](#) [Directupload](#)



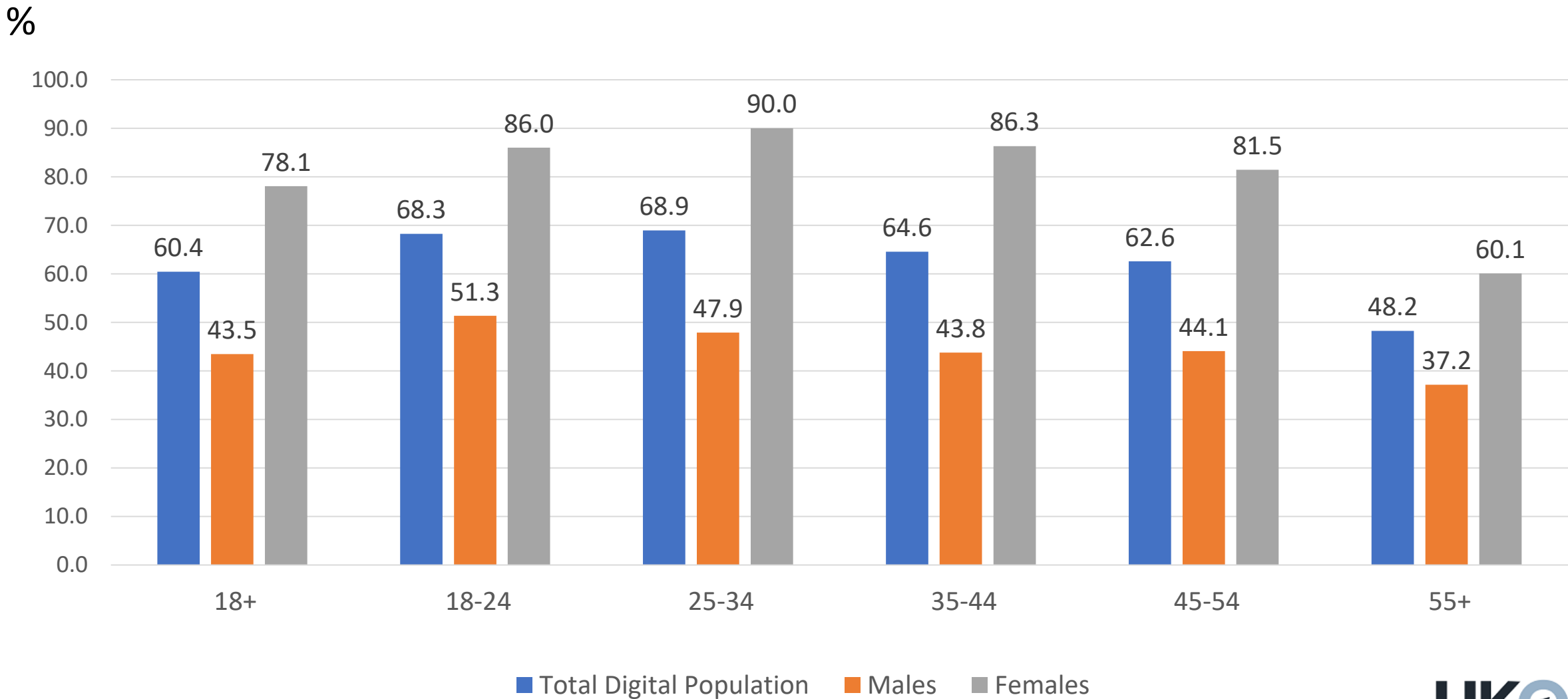
## Fashion Retailers

In July 2019, 27 million UK adults visited clothing retailers online and every month Comscore reports on over 300 properties which are classified under the category 'Retail - Apparel'. To coincide with London Fashion week, UKOM explores usage of the category and identifies winners and losers over the last year.

16.09.2019

# Apparel Retail Category: Reach by Demographics

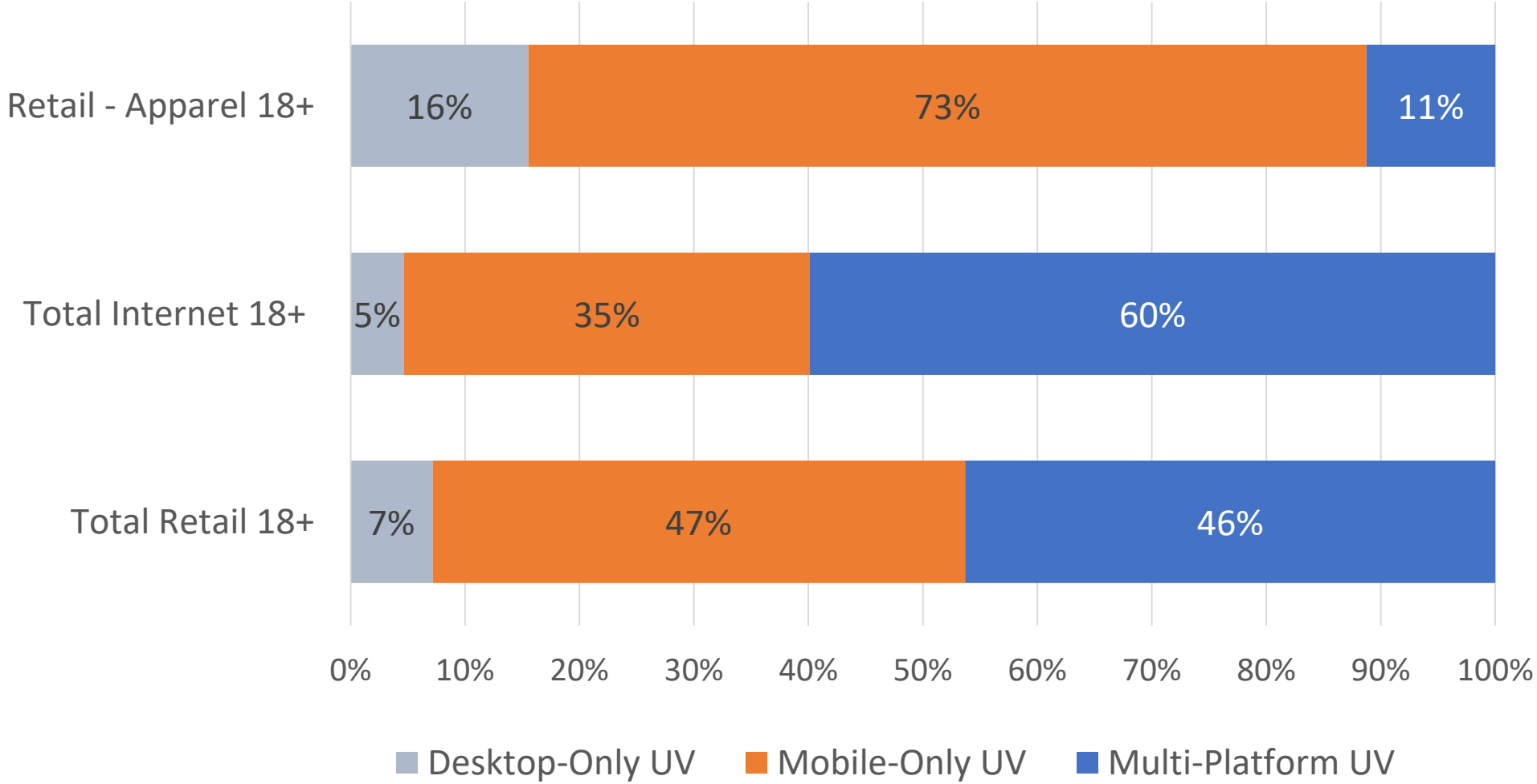
## Reach is much higher among females



# Multi-Platform usage: Apparel Category v Internet Total

## Apparel Retail Category has LOW Multi-Platform usage

Unique Visitor % Split by Platform – July 2019

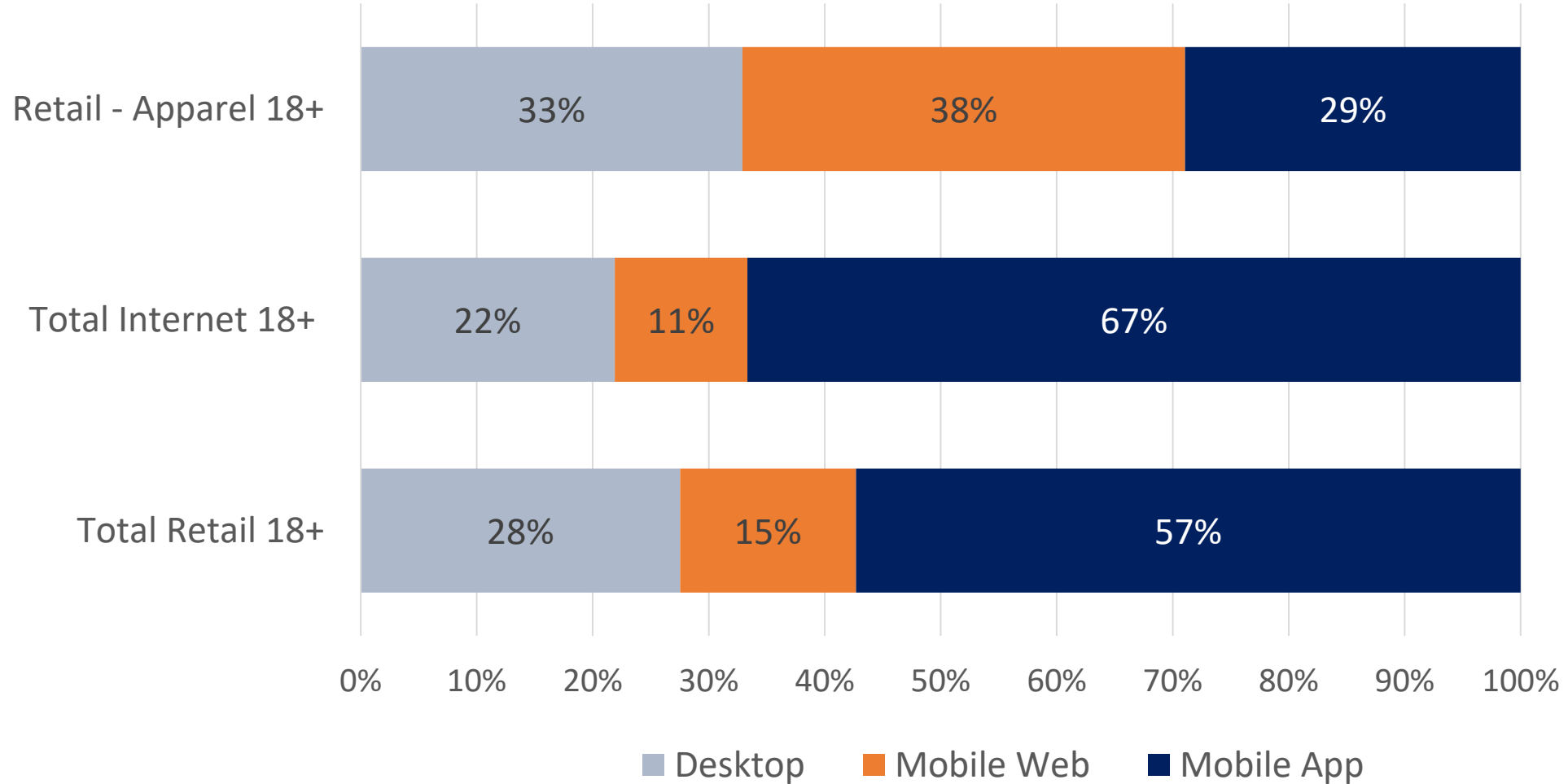




# Share of Time by Platform and Access: Apparel Category v Internet Total

## Mobile Browser share is High for Apparel Retail Category

Online Minutes % Split by Platform – July 2019





# Top Mobile Apps by Unique Visitors: Apparel Retail Category

## Apps within the category have low reach

	Total Unique Visitors (000)	% Reach Among Digital Population	% Reach Among Mobile App Users
• Total Internet Mobile App Audience	39,058	88.2	100.0
Retail Mobile Apps	33,622	75.9	88.6
Retail – Apparel Mobile Apps	5,456	12.3	14.0
• ASOS	977	2.2	2.5
• Depop	796	1.8	2.0
• H&M	737	1.7	1.9
• Next	582	1.3	1.5
• SHEIN Shopping	573	1.3	1.5
• Boohoo	349	0.8	0.9
• PrettyLittleThing	343	0.8	0.9
• Missguided	186	0.4	0.5
• River Island	185	0.4	0.5
• New Look Fashion	185	0.4	0.5

76% of the UK Digital population use a Retail Mobile App but only 12% use a Retail **APPAREL** App



# Top Properties by Unique Visitors: Retail Apparel\* Category

	Total Unique Visitors (000)	% Reach Among Digital Population	Yr-on-Yr % change
Retail – Apparel	26,768	60.4	-4
NEXT Group	5,920	13.4	-10
ASOS Plc	4,156	9.4	-3
BOOHOO	3,229	7.3	26
Arcadia Group Limited	2,780	6.3	-13
JDWILLIAMS	2,739	6.2	12
H&M	2,671	6.0	6
New Look Retailers	2,665	6.0	-18
She In Group	2,412	5.4	N/A
PRETTYLITTLETHING	1,778	4.0	-2
MandMDirect Sites	1,754	4.0	12
SIMPLYBE	1,466	3.3	-1
RIVERISLAND	1,414	3.2	-13
MISSGUIDED	1,258	2.8	-32
EVERYTHING5POUNDS	1,240	2.8	-4
INDITEX Group	1,178	2.7	3
DEPOP	1,135	2.6	67



FINANCIAL TIMES

HOME WORLD UK COMPANIES TECH MARKETS GRAPHICS OPINION WORK & CAREERS LIFE & ARTS HOW TO SPEND IT

**MAKE SENSE OF A DISRUPTED WORLD** Explore the new agenda

Latest on Retail sector

John Lewis to reduce management by a third in £100m cost-cutting push

Japan launches cashback reward to offset tax rise

Greggs says Brexit will put pressure on food and labour costs

fastFT Retail sector + Add to myFT

## Boohoo revenue beats estimates after 'outstanding' first half

Jonathan Eley in London SEPTEMBER 25 2019

Revenue at teen fashion brand [Boohoo](#) topped £1bn over a the first time following what it described as an "outstanding

Sales were £565m in the six months to end-August, compared expectations of around £540m and up 43 per cent versus t year.

Earnings before interest, tax, depreciation and amortisation


https://www.thetimes.co.uk/article/instagram-set-helps-boohoo-to-snap-up-a-sales-increase-5ffdssrbh#

THE TIMES

## Instagram helps Boohoo to snap up a sales increase

Tabby Kinder

April 25 2019, 12:01am,



annual revenues rose to £857 million


tion retailer Boohoo has unveiled a 48 per cent rise in sales and a e in pre-tax profits as the Instagram generation drives demand for

How we can help | Contact us Like 11k

**This is MONEY.co.uk**  
FINANCIAL WEBSITE OF THE YEAR

Money Home | Markets | Saving & banking | Investing | Bills | Cars | Holidays | Cards & loans | Pensions | Mo

Ad



### Video Clip: People

Small team of young UX design

VISIT SITE

## Fast-fashion firm Boohoo harnesses the power of celebrities and social media 'influencers' to enjoy surging sales

- Revenue at Boohoo's PrettyLittleThing jumped 107% in the last year
- Boohoo said it had increased active customer numbers by 9 per cent to 7million
- Firm tapping in to younger consumers who shop on their mobile phones

# Top Properties by Unique Visitors: Retail Apparel\* Category

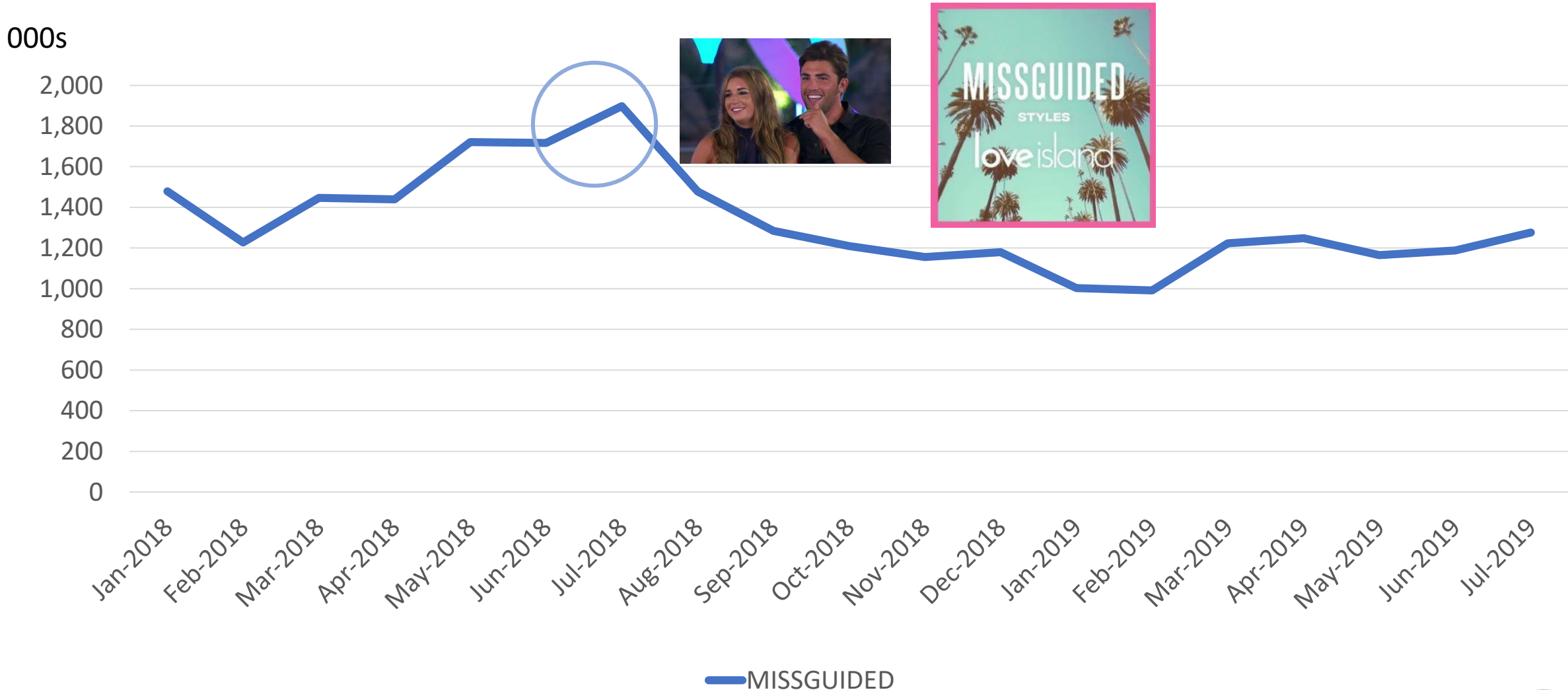
	Total Unique Visitors (000)	% Reach Among Digital Population	Yr-on-Yr % change
Retail – Apparel	26,768	60.4	-4
NEXT Group	5,920	13.4	-10
ASOS Plc	4,156	9.4	-3
BOOHOO	3,229	7.3	26
Arcadia Group Limited	2,780	6.3	-13
JDWILLIAMS	2,739	6.2	12
H&M	2,671	6.0	6
New Look Retailers	2,665	6.0	-18
She In Group	2,412	5.4	N/A
PRETTYLITTLETHING	1,778	4.0	-2
MandMDirect Sites	1,754	4.0	12
SIMPLYBE	1,466	3.3	-1
RIVERISLAND	1,414	3.2	-13
MISSGUIDED	1,258	2.8	-32
EVERYTHING5POUNDS	1,240	2.8	-4
INDITEX Group	1,178	2.7	3
DEPOP	1,135	2.6	67





# Missguided Unique visitors: Jan 2018 to July 2019

## Missguided visitor numbers peak in July 2018



— MISSGUIDED



## Missguided is partnering with Love Island to style all the islanders for big nights

Ellen Scott Thursday 24 May 2018 2:38 pm



(Picture: Missguided/Metro.co.uk)

We only have a week or so left before our lives are taken over, yet again, by **Love Island**.

Gasping at surprise entries (into the villa). Get your mind out of the gutter.

ADVERTISEMENT

SHARED OWNERSHIP TWELVE JILL

CLICK HERE TO LISTEN TO OUR METRO PODCAST WITH AJ ODUDU

BT SOWeek2019

### MUST READ

You could get paid £30 an hour to serve food at a wedding if you're willing to do it naked

Could this be your dream job? »



23RD JULY 2018 9:56AM

## Love Island boosts MissGuided sales

ANALYSIS

UK reality show Love Island has broken audience records this year, and a partnership with online retailer MissGuided has seen the company ~~celebrating~~ the show's success.

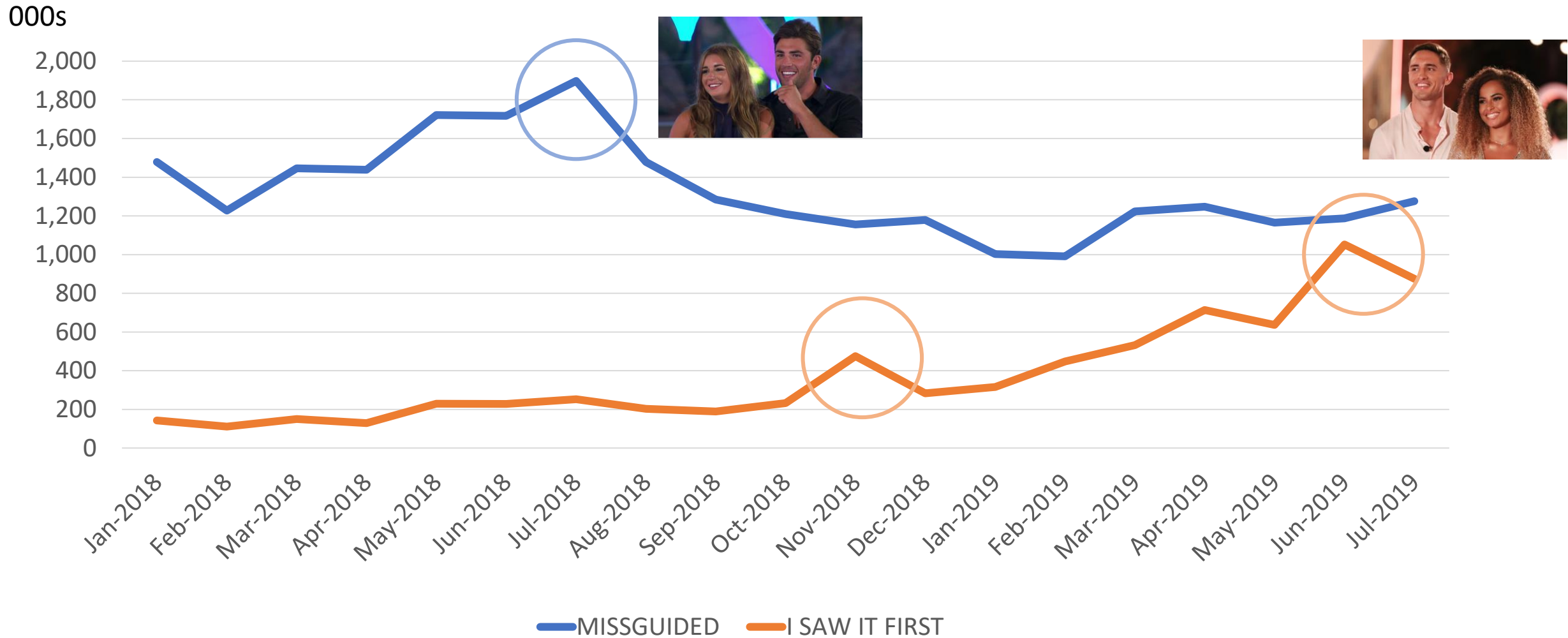
MissGuided's chief customer officer, Kenyatte Nelson, has confirmed that the brand sees a 40% increase in multichannel sales every night the reality show is on. Nelson believes the show is one of the only platforms except Instagram with permanent daily engagement with the company's target market, and the increased sales are vindication of that approach.

According to YouGov, MissGuided's Ad Awareness score has jumped from 13% to 20% during the first two weeks of the 2018 Love Island alone. It's an ideal partnership, with MissGuided targeting 16-29 year olds, a group which dominates Love Island's main demographic of 16-34 year olds.

MarketLine  
Profiling all major companies, industries and geographies, MarketLine is one of the most prolific publishers of business information today.

shutterstock

# Unique Visitors for Missguided and I Saw It First: Jan 18 to Jul 19





**THE Sun** THE SUN, A NEWS UK COMPANY

Sign in UK Edition Search

EWS FABULOUS MONEY MOTORS TRAVEL TECH DEAR DEIDRE PUZZLES VOUCHERS TOPICS A-Z

shion Hair & Beauty Celebrity Health & Fitness Parenting Relationships Real Life

**Zero Stress** Up to 30% Off KIDS FREE MY IBEROSTAR Book now IBEROSTAR HOTELS & RESORTS

## GO, GO, GO Best Black Friday 2018 I Saw It First deals: the best offers to look out for on November 23

YOU can get 50 per cent off everything site wide this Black Friday

Lucy Devine  
14 Nov 2018, 11:45 | Updated: 5 Jun 2019, 16:59

COMMENT NOW

WITH glamorous glitzy party dresses and cosy knitted jumpers, I Saw It First has your winter wardrobe sorted.

And this Black Friday the retailer has teamed up with Jack Fincham from Love Island to bring you #JackFriday and are giving you 50 per cent off site wide to boot.



FOR ALL THE FASHION BUSINESS

# Drapers

NEWS RETAIL PRODUCT & TRADE SHOWS BUSINESS OPERATIONS PEOPLE COMPANIES FASHION JOBS EVENTS SUBSCRIBE

LATEST NEWS

## I Saw It First partners with Love Island

22 MAY 2019 • BY KATIE IMMS

Twitter LinkedIn Facebook Google+

https://www.isawitfirst.com/collections/love-island-style?page=1

I SAW IT FIRST

50% OFF EVERYTHING FOR A LIMITED TIME ONLY! 99p DELIVERY + £1.99 NDD ENDS IN 3h 55m 55s STUDENT EXCLUSIVE 55% OFF EVERYTHING!

home - love island exclusive collection

### Love Island Exclusive Collection (987 styles)

DOT A TEXT! The hottest show of the summer is back on our screens and we've got all the looks from the villa right here waiting for you to shop from date right dresses to overalls all the love island outfits that you've been craving on can exclusively be found at: Saw It First that cute love island bikini we've got it that stoned out love island Add to bag, right now! Couple up with all the Love Island clothes that your summer needs. From poolside to fringed, it's time for you to crack on.

Love Island Teardrop Love Island Bikini Love Island Dress Love Island Molly-Mae Huggins Love Island Lucia-Duckett Love Island Amber-Cole Love Island Anna-Vaughan Love Island Yasmin-Bello Love Island Emma-Pepper

PRODUCT TYPE

Dress (26) Swimsuit (26) Top (16) Accessories (16) Trousers (16) Shoes (16) Skirt (16)

Page 1 of 17

**Zero Stress**

MY IBEROSTAR

Book now IBEROSTAR HOTELS & RESORTS



“And this Black Friday the retailer has teamed up with Jack Fincham from Love Island to bring you #JackFriday and are giving you 50 per cent off site wide to boot”.



OPINION >

# What can media sponsors learn from the 'Love Island' effect?

The Drum Network

The Drum Network

Tricks of the marketing trade

By James Maple - 01 July 2019 10:00am

The marketing sector can be a complicated place as new marketing tools and techniques are launched, almost on a weekly basis. Powered by **The Drum Network**, this regular column invites The Drum Network's members to demystify the marketing trade and offer expert insight and opinion on what is happening in the marketing industry today that can help your business tomorrow.



It's not easy getting the pitch right. But we can help

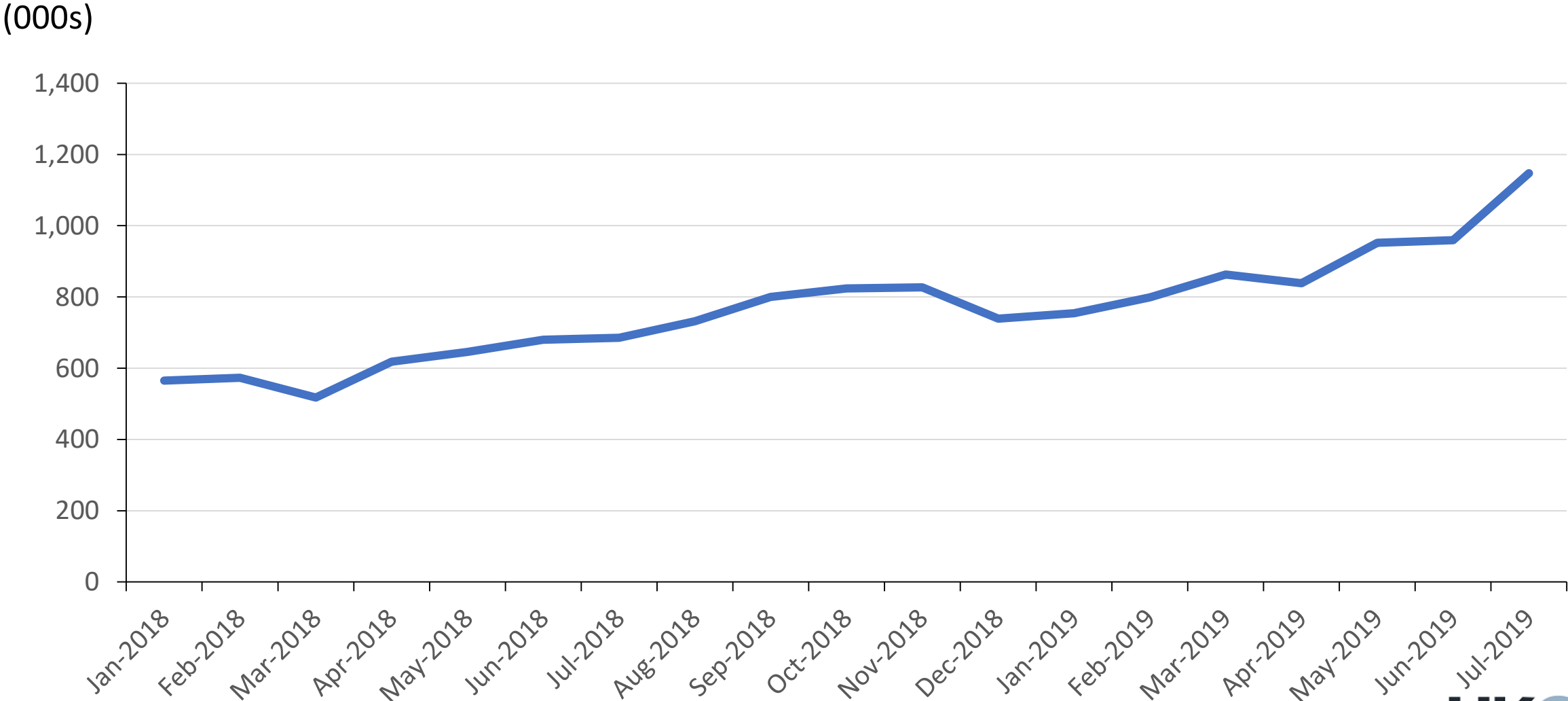
Access content that you can't get on the website.

# Top Properties by Unique Visitors: Apparel\* Category

	Total Unique Visitors (000)	% Reach Among Digital Population	Yr-on-Yr % change
Retail – Apparel	26,768	60.4	-4
NEXT Group	5,920	13.4	-10
ASOS Plc	4,156	9.4	-3
BOOHOO	3,229	7.3	26
Arcadia Group Limited	2,780	6.3	-13
JDWILLIAMS	2,739	6.2	12
HM.COM	2,671	6.0	6
New Look Retailers	2,665	6.0	-18
She In Group	2,412	5.4	N/A
PRETTYLITTLETHING	1,778	4.0	-2
MandMDirect Sites	1,754	4.0	12
SIMPLYBE	1,466	3.3	-1
RIVERISLAND	1,414	3.2	-13
MISSGUIDED	1,258	2.8	-32
EVERYTHING5POUNDS	1,240	2.8	-4
INDITEX Group	1,178	2.7	3
DEPOP	1,135	2.6	67



# Depop Unique Visitors: Jan 2018 to July 2019



**Support The Guardian**  
Available for everyone, funded by readers  
Contribute → Subscribe →

Search jobs Dating Sign in Search UK edition

**The Guardian**

News Opinion Sport Culture Lifestyle More

UK World Business Football UK politics Environment Education Society Science Tech Global development Cities Obituaries

**The Observer**  
Fashion

**Alex Moshakis**  
Sun 15 Sep 2019 10:00 BST

**Maria Raga: the CEO behind Gen Z's favourite shopping app**



THE TIMES THE SUNDAY TIMES News Literacy Programme

Help your students be critical, confident thinkers with our free news literacy programme

Sign up now

**Cool kids love Depop — could I sell my dad-bod clothes on the app?**

Stuart Heritage attempts to offload his wardrobe duds using the fashion-selling marketplace Depop



**d** Depop - Clothes Shopping: Streetwear & Vintage

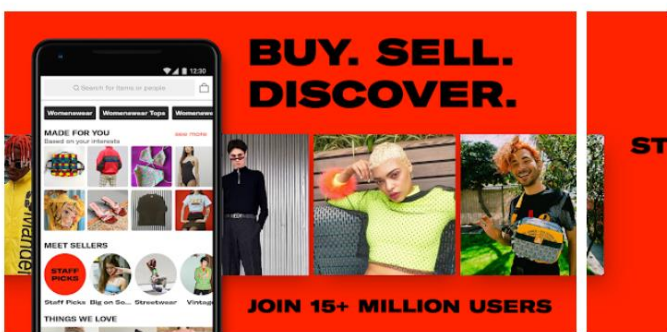
Editors' Choice

Depop Shopping 34,013

Parental guidance

You don't have any devices.

Add to wishlist Install



**BUY. SELL. DISCOVER.**

JOIN 15+ MILLION USERS

Buy and sell your clothes, sneakers, accessories and more on ultimate fashion marketplace, Depop. Shop streetwear brands, rare vintage pieces and discover the latest trends, all from your phone.

**RETAIL GAZETTE**

Home Categories Insight Resources Newsletter About Us Charged Ret

# Selfridges Takes Sustainability to the Next Level Welcoming Depop to its Fashion Department - as Gen Z Shoppers Voice Growing Environment Concerns

LONDON--(BUSINESS WIRE)--

Luxury fashion store, Selfridges announces the **Depop Space** Selfridges new study<sup>1</sup> reveals Gen Z's purchasing decisions are increasingly being influenced by sustainability concerns. This innovative fashion pop-up is one of a number of existing and forthcoming activities that reflect the store's on-going commitment to reimagining what shopping and style might look like in response to the climate emergency.

As a retailer, Selfridges is continually seeking new ways to become more circular and help to drive radical transformation of the industry by collaborating with brands and partners whose activities challenge the way we experience and enjoy fashion.

The Depop focus for September is to 'Recreate the New: Fashioned for the Planet' – and focuses on sustainability, featuring sellers who advocate for reducing fashion's global impact and reflect Selfridges' prioritisation of providing sustainable and ethical fashion choices for its shoppers. The Depop Space Selfridges installation, aims to reimagine the retail space in an industry where the environmental impact of fashion is increasingly at the forefront of customer's minds. During the month of September, Depop sellers such as

## Depop reveals expansion plans

Sahar Nazir - September 30, 2019







CHRIS MONROE/CNET

# Fashion disruptors: Welcome to the era of secondhand retail apps

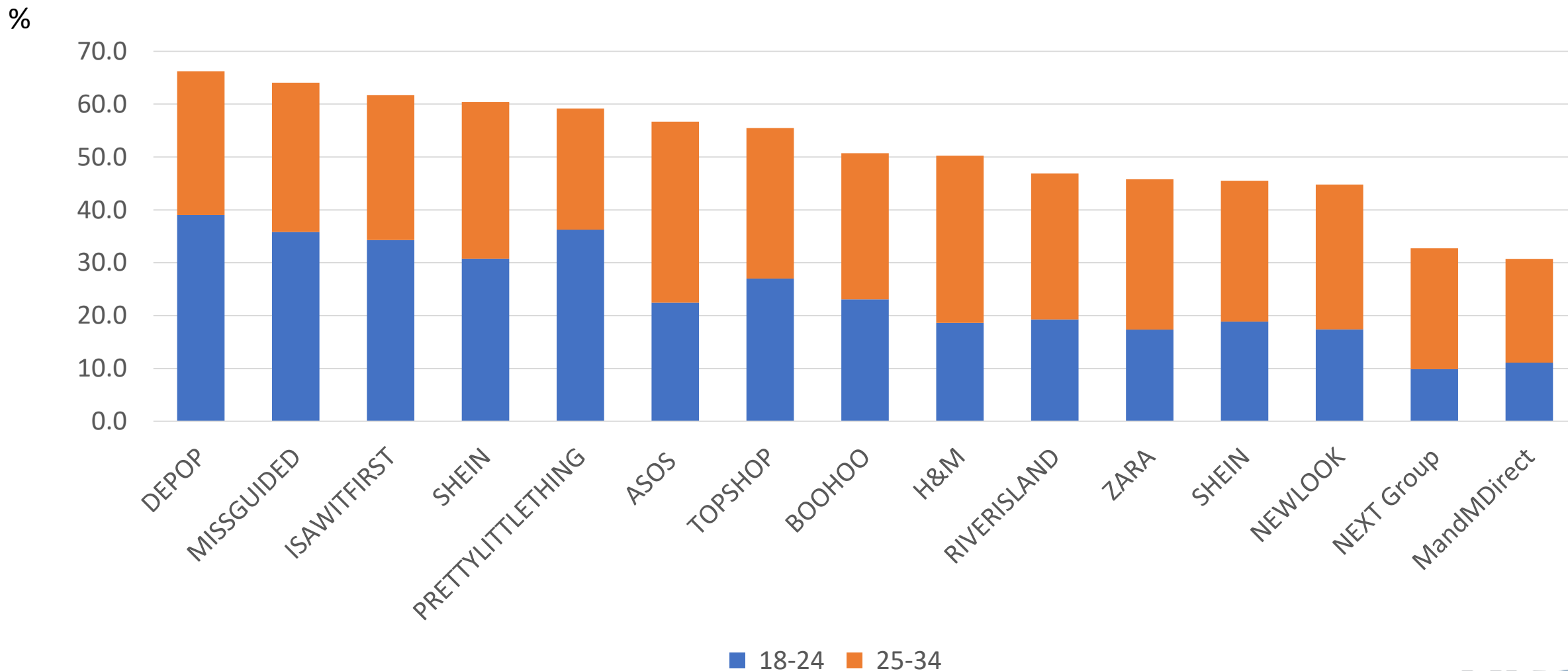
Smartphone resale apps like ThredUp are changing the way we buy and sell online.

 MOLLY PRICE | SEPTEMBER 20, 2019

Last time you cleaned out your closet, you may have considered your local consignment store or donation center. Those are great options, and plenty of people still rely on these as their first stop for affordable goods. But secondhand shopping apps are creating a resale renaissance that's

# Age Profile of Fashion Retail Online Properties

## Two-Thirds of Depop's audience are under 34



# TURN YOUR UNWANTED CLOTHES INTO DISCOUNT COUPONS

Join the recycling revolution now

DOWNLOAD THE APP



## OUR PARTNERS



PRETTYLITTLETHING

MISSGUIDED

gousto

boohoo



Superdry.



BLOG

# What is recommerce and why is it growing in popularity?



By [Nikki Gilliland](#)  
September 30th 2019





## Contact Us

Find out more at: <http://www.ukom.uk.net/>  
Email us at: [insights@ukom.uk.net](mailto:insights@ukom.uk.net)