

+++ About you +++ Asos +++ C&A +++ Defshop +++ dress-for-less +++ Fashion ID +++ H&M +++ Snipes ++
+ Zalando +++ Zara +++ About you +++ Asos +++ C&A +++ Defshop +++ dress-for-less +++ Fashion ID +++

Study Profile

eShop Analysis Clothing 2018

analysed by:
research tools, Esslingen am Neckar

August 2018



research tools

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Study Profile eShop Analysis
Clothing 2018

Information on study

Key Facts (selection):

- Most of the ten analyzed eShops miss out interactive elements.
- Product range varies considerably from about 10.000 products up to over 300.000 articles.
- The analyzed eShops are mostly consistent in their main product groups.
- Evaluation of price ranges shows some major differences between the vendors. Price comparisons in the ten product groups show that four of the ten eShops offer cheapest prices in at least one product group.
- Six of ten eShops offer discounts. Highest average discount goes up to more than 50 percent.
- Contact options leave room for improvement. Only one shop offers a twenty-four-seven service hotline. Further potential is given with call-back options or live-chats.
- Service quality of the selected companies differs considerably and is the cause for specific brand positioning.

Information on study

Benefits and Scope of Study:

Analysis of all **Customer Touchpoints** along the **Customer Path**

Content of Analysis: **Orientation, Products, Conditions, Service**

Ten eShops for **Clothing** with far more than 100 aspects each

All results on **190 PowerPoint pages**

Quickly available as PDF and PowerPoint file

The study is **objective, independent** and **neutral**

Benefit: Base for clear positioning and adequate dealing with strengths and weaknesses of the competitors

Ten Clothing eShops

- About you
- Asos
- C&A
- Defshop
- dress-for-less
- Fashion ID
- H&M
- Snipes
- Zalando
- Zara



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Information on study

Conception:

Detailed Analysis of the Customer Touchpoints of ten Clothing eShops

Orientation

- USP
- eShop Structure
- Navigation Features
- Search Function
- eShop Design
- Seals of Quality
- Transparency
-

Products

- Product Range
- Article Distribution
- Non-Clothing Products
- Additional Offerings
- Product Description
- ...

Conditions

- Price Comparison
- Price Range
- Shipping Charges Germany
- Shipping Charges Overseas
- Incentives
- ...

Service

- Consulting
- Customer Service Features
- Registration
- Contact Options
- Payment Options
- Delivery Service
- ...

Analysis of strengths / weaknesses

Ranking

eShop positioning

Information on study

Content:

You want to know:

- in which way your eShop is able to support customer's orientation on the website?
- how product offer in your shop is structured compared to competitors?
- what product groups are missing in your eShop?
- the positioning of your eShop in terms of pricing?
- what product groups in your shop offer price advantages for consumers?
- what service quality online shops offer?
- how strengths and weaknesses of your eShop affect your overall performance?

The study (190 PowerPoint pages) can be ordered for **2.400 EUR** plus VAT.

The study in figures:

- Over 100 searches for 10 products
- Assortment analysis of 36 brands
- Comparison of prices and price ranges of 50 item groups
- 12 paying options
- 7 criteria of product descriptions
- 8 Social Media channels
- Delivery times of 5 article groups

Research Design:

This study is based on data collected by research tools within the eShops of About you, Asos, C&A, Defshop, dress-for-less, Fashion ID, H&M, Snipes, Zalando and Zara. No external data were used, hence the study provides objective, independent and neutral results. The study was released in August 2018.

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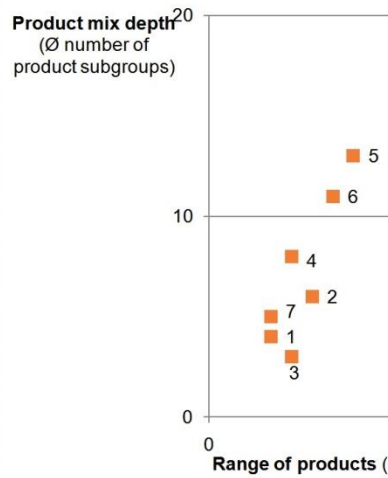
Study extracts (1)

The extracts show fictional data

Orientation

Shop Structure

Positioning of Vendors in Terms of Range of Products and Product Mix Depth



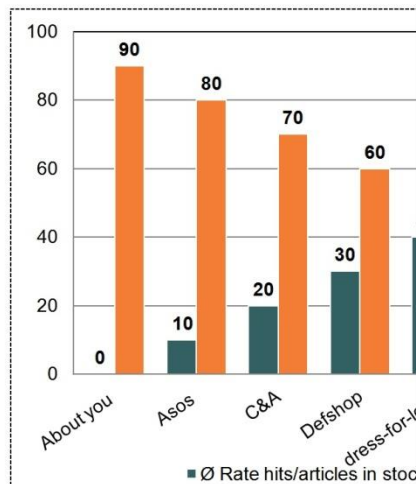
Positioning of Vendors depending on their range and depth of prod.



Orientation

Navigation – Search Function

Navigation – Search Function (in %)



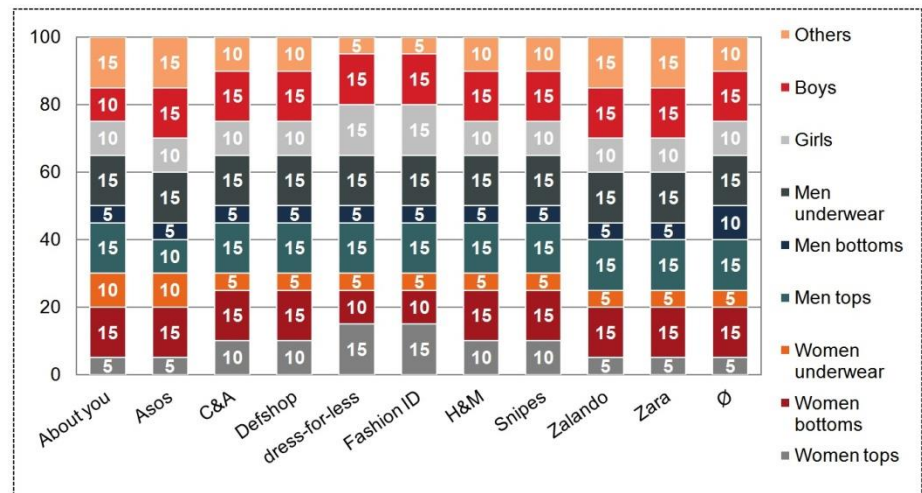
How does the search function perform in comparison?

Which product groups show improvement potential?

Products

Standard Product Groups

Article Distribution by Standard Product Groups (Without Non-Clothing Articles) (in %)



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Study extracts (2)

The extracts show fictional data

Service Customer Service

Target Groups

E-Shop	Vendor search
About you	-
Asos	-
C&A	-
Defshop	X
dress-for-less	-
Fashion ID	-
H&M	X
Snipes	-
Zalando	-
Zara	-



Conditions

Price Comparison Standard Assortment

Ranking per Standard Product Groups* (in Rank)

E-Shop	1	2	3	4
About you	10	8	2	
Asos	1	10	5	
C&A	7	1	10	
Defshop	3	6	1	
dress-for-less	2	3	4	
Fashion ID	4	8	3	
H&M	5	2	1	
Snipes	6	1	10	
Zalando	1	10	7	
Zara	10	8	6	

1. Women Tops, 2. Women Underwear, 3. Men Tops, 4. Men Underwear, 5. Children's Clothing, 6. Non-clothing

Which advantages does the eShop provide in terms of the pricing?

Which information about the products can the customer obtain?

Products

Product Description

Product Description

E-Shop	EAN / Art.-#	Extra	Size	Care tips	Material composition	Size guide	Availability reminder
About you	X	X	-	-	-	-	-
Asos	-	-	X	X	-	-	-
C&A	-	-	-	-	X	X	-
Defshop	-	-	-	-	-	-	X
dress-for-less	-	-	-	-	-	-	-
Fashion ID	-	-	-	-	-	-	-
H&M	-	-	-	-	-	-	X
Snipes	-	-	-	-	X	X	-
Zalando	-	-	X	X	-	-	-
Zara	X	X	-	-	-	-	-



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Study extracts (3)

The extracts show fictional data

Strengths and Weaknesses

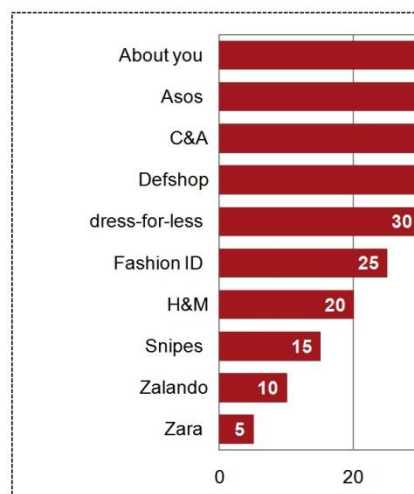
Strengths and Weaknesses of the Vendors

E-Shop	Strengths
eShop 1	<ul style="list-style-type: none">+ High average discount+ Many payment options+ Short delivery times+ Shortest average delivery time
eShop 2	<ul style="list-style-type: none">+ Rank 3 in price comparison+ Many payment options+ Shortest delivery time



Ranking

Total Ranking (in % as average of the 4 analyzed criteria)



What strengths and weaknesses influence the overall performance?

What is the overall performance compared to the competitors?

E-Shop-Positioning

Positioning/Similarity of Providers



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Order form

We will gladly accept your order via informal e-mail or with a completed order form.

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Herewith we order the study **eShop Analysis Clothing 2018** at the price of 2.400 EUR plus VAT.

Buyer:

Company:

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Recent studies on clothing industry:

- Studie eVisibility Outdoorbedarf 2018 (in german language)
- Studie eVisibility Hüte und Mützen 2017 (in german language)
- Werbemarktanalyse Schuhe 2017 (in german language)
- Study eVisibility Clothing 2016 (in english language)
- eShop-Analysis Department Stores 2015 (in english language)
- E-Shop-Analyse Schuhhersteller 2015 (in german language)

Since 2005, research tools has been researching in a marketing- and competition-oriented manner and is positioning itself as a marketing studies specialist. Since 2014 about 30 market surveys have been published in the study series eShop-Analysis.



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