

+++ About you +++ Asos +++ Avacadostore +++ BestSecret +++ Defshop +++ dress-for-less +++ Fashion  
ID +++ Momox Fashion +++ Urban Outfitters +++ Zalando +++ About you +++ Asos +++ Avacadostore +++ Be

Study Profile

# eShop Analysis Clothing 2021

analysed by:

research tools, Esslingen am Neckar

June 2021



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**research tools**

Marketingmaßnahmen  
erfassen, verstehen, bewerten

Study Profile eShop Analysis  
Clothing 2021

# Information on study

## Key facts (selection) :

- All ten analyzed multi-brand eShops show clear potential with regard to the interactive elements on their websites.
- Range of products varies enormously from about 5.000 products up to about 900.000 articles.
- The analyzed eShops are mostly consistent in their main product groups.
- Contact options leave room for improvement. Only one shop offers a 24/7 service hotline. Less than half of the brands provide the possibility of ordering as a guest.
- There are considerable differences in shipping costs and delivery time.
- 69 percent of a total of 50 top brands examined can be found on average in the providers' product ranges.
- Most of the analyzed eShops offer communication via several social media channels.
- An average of 14.2 filtering and sorting options make it easier for potential customers to find products.
- Service quality of the selected companies differs considerably and is the cause for specific brand positioning.

# Information on study

## Benefits and Scope of the 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 information on **204 PowerPoint pages**

**Quickly** available as PDF and PowerPoint file

The study ist **objective, independent** und **neutral**

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

## Ten Clothing eShops

- About you
- Asos
- Avocadostore
- BestSecret
- Defshop
- dress-for-less
- Fashion ID
- Momox Fashion
- Urban Outfitters
- Zalando

# Information on study

## Conception:

Detailed Analysis of the Customer Touchpoints of ten Clothing eShops

### Orientation

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

### Products

- Product Range
- Product Groups
- Product Description
- Additional Offerings
- Key Differentiators
- ...

### Conditions

- Price Comparison
- Price Range
- Discount
- Shipping Costs
- Incentives
- Key Differentiators
- ...

### Service

- Consulting
- Customer Service
- Shopping Cart
- Country Shops
- Contact Options
- Payment Options
- Delivery Service
- ...

Analysis of Strengths / Weaknesses

Ranking

eShop Positioning

# Information on study

## Content:

The study analyses among other things following **questions**:

- In which way are the eShops able to support customers' orientation on the websites?
- How are the competitors' assortments structured?
- Which product groups are distinguishing and which of them are missing?
- Which product groups are attractive in terms of pricing?
- How is the service quality provided by the eShops?
- How do strengths and weaknesses of the eShops affect their overall performance?
- How are the eShops' positioning within the competitive market?

**The study (204 Pages PowerPoint)** can be ordered for **2.400 EUR** plus VAT.

## The study in figures:

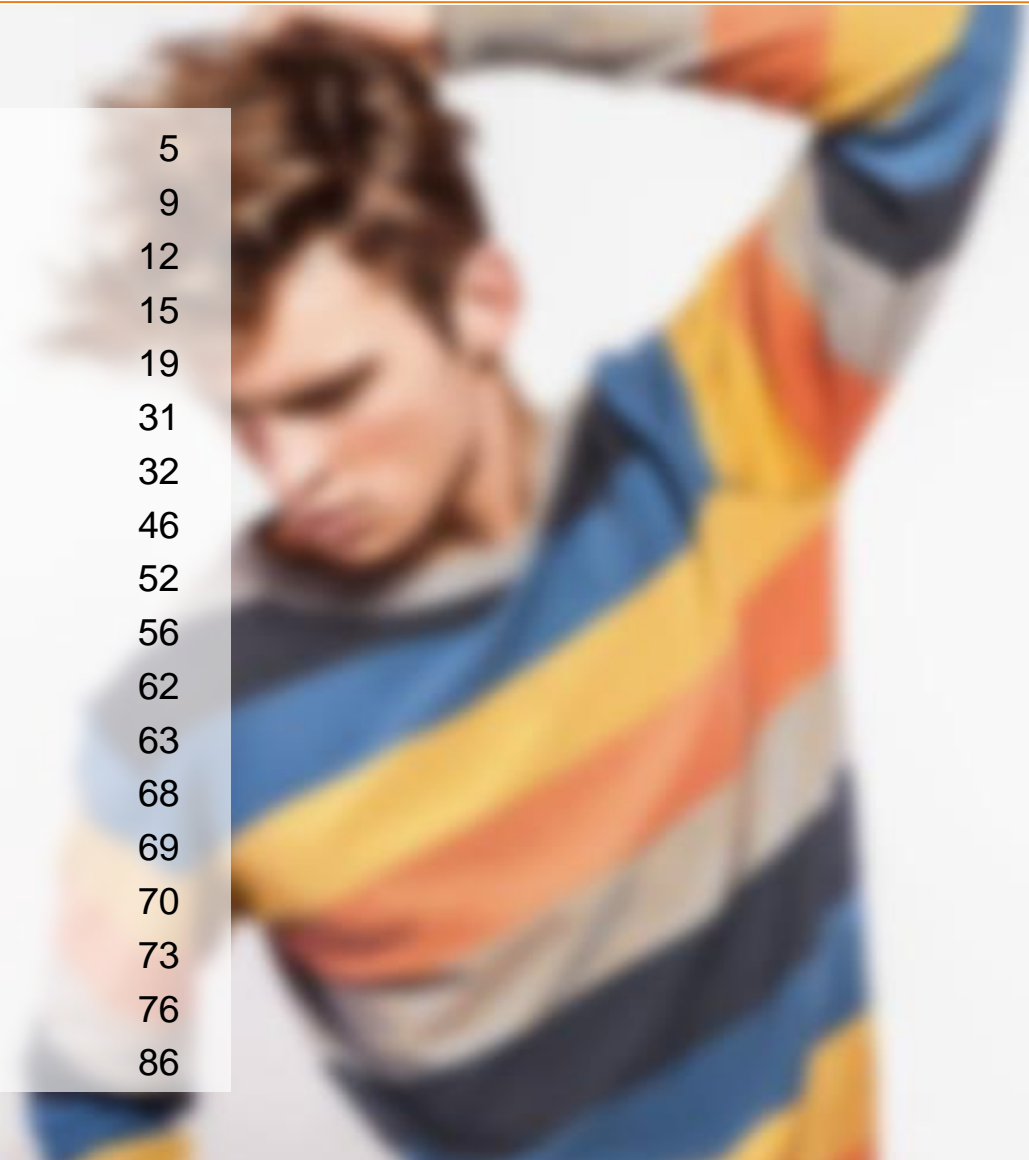
- 170 searches for 17 product groups
- Assortment analysis of 50 brands
- Comparison of prices and price ranges of 50 item groups
- 12 payment options
- 7 criteria of product descriptions
- 10 Social Media channels
- Delivery times of 5 article groups

## Research Design:

The study is based on data collected by research tools within the ten Clothing eShops. No external data are used, hence the study provides objective, independent and neutral results. The study is released in June 2021.

# Content

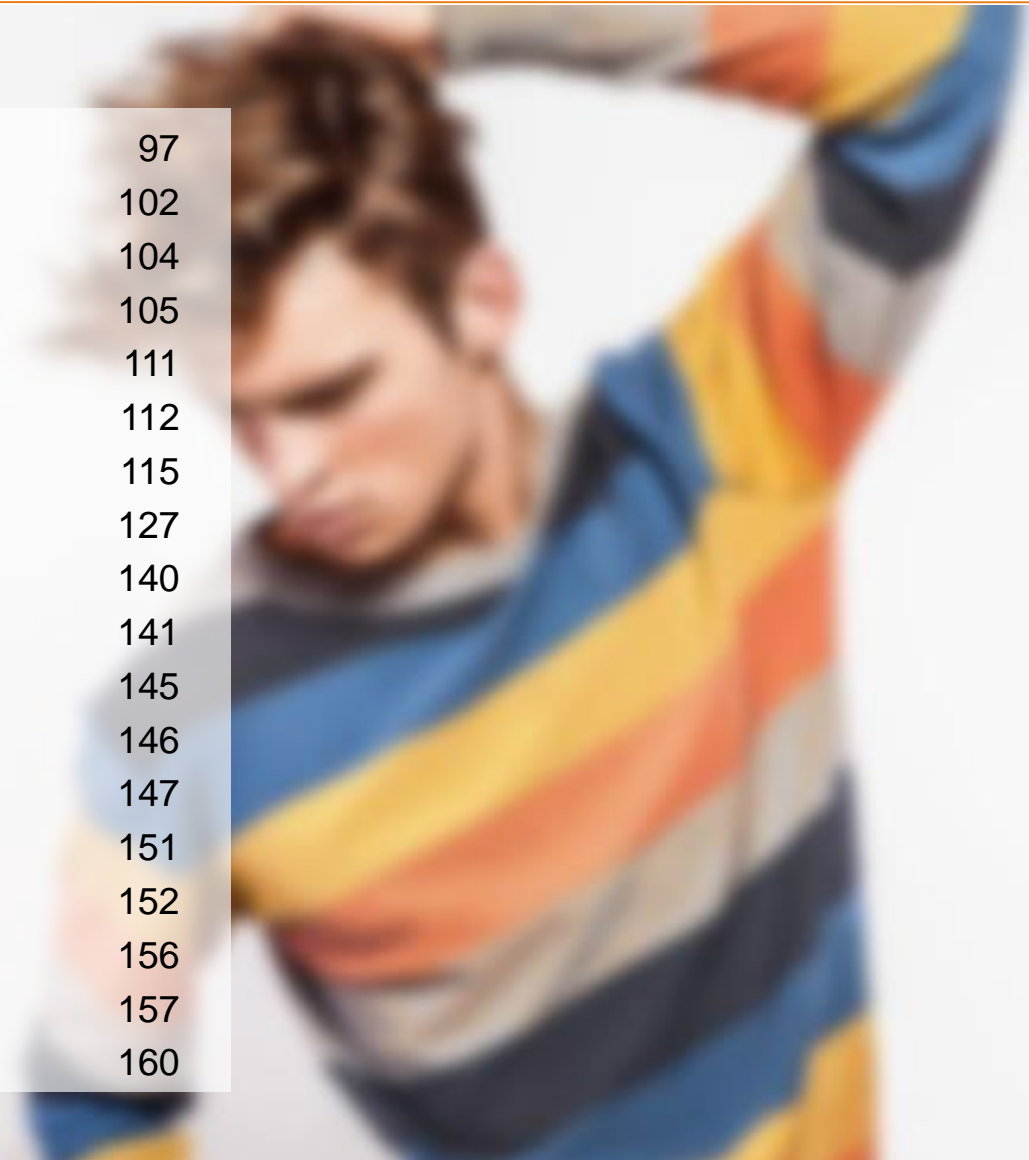
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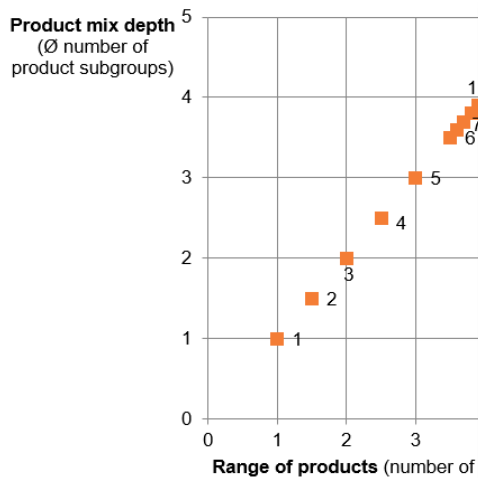
# Study samples (1)

## 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 products variety



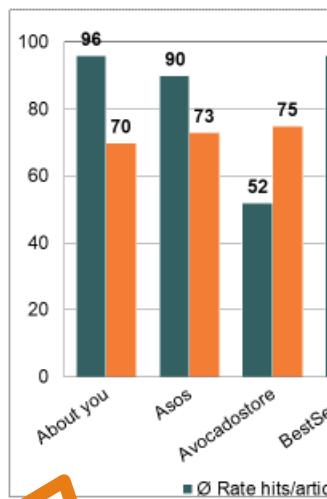
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### Orientation

Navigation – Search Function

Navigation – Search Function (in %)



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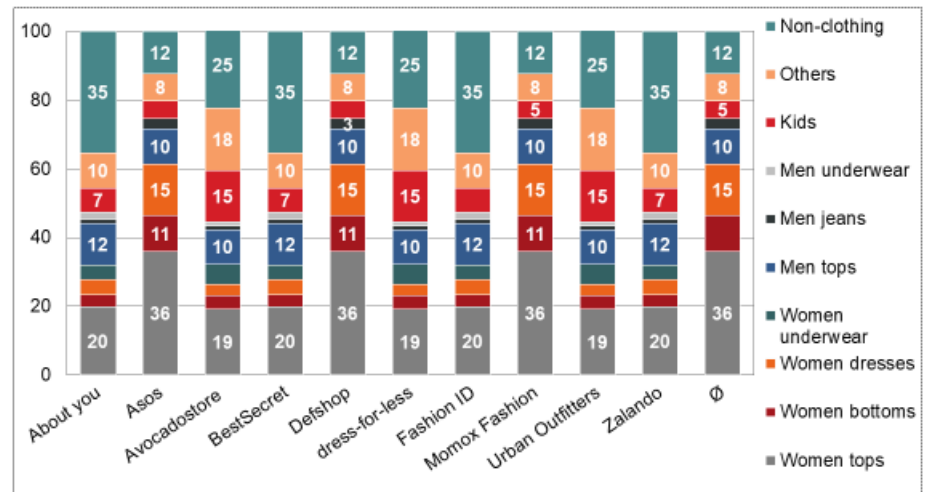
How does the search function perform in comparison?

Which product groups show improvement potential?

### Products

Standard Product Groups

Article Distribution by Standard Product Groups (in %)



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# Study samples (2)

## The extracts show fictional data

**Service**  
Customer Service

**Target Groups**

eShop	Vendor search	Business customer
About you	X	-
Asos	-	X
Avocadostore	-	-
BestSecret	X	-
Defshop	-	X
dress-for-less	-	-
Fashion ID	X	-
Momox Fashion	-	X
Urban Outfitters	-	-
Zalando	X	-

**Conditions**  
Price Comparison Standard Assortment

**Ranking per Standard Product Groups\* (in Rank)**

eShop	1	2
About you	10	9
Asos	1	10
Avocadostore	2	1
BestSecret	3	2
Defshop	4	3
dress-for-less	5	4
Fashion ID	6	5
Momox Fashion	7	6
Urban Outfitters	8	7
Zalando	9	8

**Products**  
Product Description

**Product Description**

eShop	EAN / Art.-#	Extra	Size	Care tips	Material composition	Size guide	Availability reminder
About you	X	X	X	X	X	X	X
Asos	X	-	X	X	-	X	X
Avocadostore	X	-	-	X	-	-	X
BestSecret	X	X	X	X	X	X	X
Defshop	X	-	X	X	-	X	X
dress-for-less	X	-	-	X	-	-	X
Fashion ID	X	X	X	X	X	X	X
Momox Fashion	X	-	X	X	-	X	X
Urban Outfitters	X	-	-	X	-	-	X
Zalando	X	X	X	X	X	X	X

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**Which information about the products can the customer obtain?**

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

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# Study samples (3)

## The extracts show fictional data

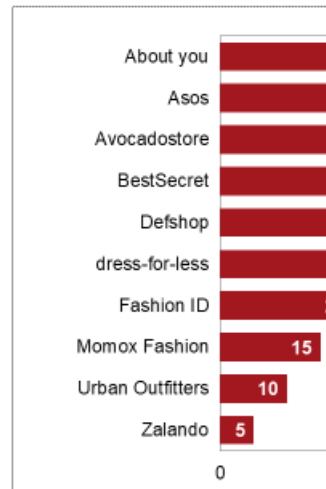
### Strengths and Weaknesses

#### Strengths and Weaknesses of the Vendors

eShop	Strengths
eShop A	<ul style="list-style-type: none"> <li>+ High average discount</li> <li>+ Shipping overseas possible</li> <li>+ Simple registration</li> <li>+ Presence in Youtube</li> <li>+ Delivery to station and store</li> </ul>
eShop B	<ul style="list-style-type: none"> <li>+ Lots of filter and sort options</li> <li>+ Lots of seals of quality</li> <li>+ Longest cancellation period</li> <li>+ High brand diversity</li> <li>+ Highest price range</li> <li>+ All standard shippings are free</li> <li>+ Delivery to station and store</li> </ul>

### Ranking

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



What is the overall performance compared to the competitors?

### eShop-Positioning

#### Positioning/Similarity of Providers



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What strengths and weaknesses influence the overall performance?

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# Order form

We will gladly accept your order via informal eMail or with a completed order form

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**FAX:** +49 (0)711 – 55090384

**Contractor:**

research tools, Kesselwasen 10, 73728 Esslingen am Neckar, Germany

Herewith we order the study **eShop Analysis Clothing 2021** at the price of 2.400 EUR plus VAT.

**Buyer:**

Company:

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Contact Person:

---

E-Mail:

---

Position:

---

Date/Place/Signature:

---

## Contact for this study:

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### Recent studies on clothing & shoe industry:

- Werbemarktanalyse Schuhe 2021
- Studie eVisibility Schuhe 2020
- Studie eVisibility Babybedarf 2019
- Studie Product Search Advertising Schuhe 2019
- Werbemarktanalyse Schuhe 2019
- eShop Analysis Clothing 2018

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 more than 30 market surveys have been published in the study series eShop-Analysis.

