

CANADIAN YOUTH MAJOR CONSUMER OF CLOTHING AND FASHION PRODUCTS

Without teenagers, many clothing companies would not exist. A study, conducted in March 2009, of close to 2000 Canadian teens revealed that teens in Canada spend over 200 million dollars a month on clothes alone, over 20% higher than the average Canadian. Clothing is the expenditure on which teens spend the majority of their money and companies interested in cashing in are fighting a constant battle for the attention of this lucrative but fickle market.

Nearly 70% of the 3 million teens in Canada purchase their own clothes. Over half of these purchases happen impulsively while browsing merchandise in stores. The clothing items that they focus on most are tops, followed by underwear, and bottoms. Teens choose style over comfort and care very little for functionality or warmth. Almost half of teens surveyed consider their style unique and look for clothing that reflects originality

“If you want your clothes to express yourself, you never need to think about what to buy. You just know.”

-Teen Respondent

TOP 10 CLOTHING STORES

*Taken from March 2009 survey of Canadian teens

1. West 49
2. American Eagle Outfitters
3. Urban Outfitters
4. La Senza
5. Garage Clothing
6. H&M
7. Hollister Co.
8. Winners
9. Le Chateau
10. Old Navy

TOP 10 BRANDS

*Taken from March 2009 survey of Canadian teens

1. DC
2. Vans
3. American Apparel
4. Nike
5. Lululemon
6. Adidas
7. Abercrombie & Fitch
8. Etnies
9. Guess
10. Puma



IMPLICATIONS AND STRATEGIES

Accept The Facts:

A teen's disposable income makes them the largest lucrative demographic of clothing purchasers.

Teen interest in clothing is impulsive and ever-changing.

It is critical for companies in this space to constantly be fresh and innovative with their product offerings.

Get Inside Their Heads:

Find out how to put your company on their radar.

Develop a reputation with teens that so that your stores are their priority fashion destination.

Partner with teen experts who can produce impactful campaigns that powerfully draw their attention.

Develop Smart Campaigns:

Final purchase decisions are made in store, develop smart strategies that lure this market into your stores.

Ensure that your campaign is teen friendly by sending a simple, focussed message wrapped in lifestyle elements that are reflective of this market.

Use seeding in social networking forums to generate viral discussions and interests.

“An outfit will fail if you don't have really, really awesome top.”

-Teen Respondent



About the survey

Results are based on a 1,900 respondent questionnaire-based survey in March 2009:

Key demographics: 41.8% male, 58.2% female

86% aged 13-18, 12% aged 19-23

Want more?

Nexopia is the leading Canadian social networking site for youth. We reach into the minds of young people- tapping into their attitudes and values, lifestyles and trends, media, products and brands. Our exploratory research includes quantitative surveys and in-depth qualitative research (focus groups, observation, teen panels). These reports are distributed to key Canadian advertising and marketing decision makers with the intent to demystify this niche market and assist with developing relevant and effective communication & marketing strategies.

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