



# New Ecomm Facts to Fast-Track Your Fashion Sales

## 1 Gen Z and Millennials Shop Online Even More Than We Thought



## 2 Instagram is More Influential than the Runway

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Unlike previous generations, Gen Z shoppers are more influenced by social media trends than by high fashion or celebrity endorsements.

### Gen Z shoppers said they're most likely to buy an item when they see it:



While only **2%** said they're likely to buy an item when they see it on a celebrity or influencer.

## 3 Smooth & Seamless Shopping is a Non-Negotiable

The top 2 reasons for cart abandonment last year were:



It took one click to get them from Instagram to your product page. You need to deliver that same speed and simplicity, especially on mobile.



Is your return policy complicated? Without free and simple returns, your customers might not be willing to take the risk.



## 4 Try Before You Buy Could Increase Average Purchase Prices

Nearly half (46%) of US shoppers said they prefer to buy expensive items in-store, because they like trying them first. Offering a try now, pay later option allows shoppers to take the dressing room home.

In fact, more online shoppers chose "Try Before You Buy" as their preferred way to pay vs. any other method.



## 5 If Your Customers Long for Luxury, They'll Love Payment Options



Shoppers love high-end items, but not high-end prices.



said they struggle to afford the latest trends and would like an option to pay in installments or pay later.



### When asked about having the option to split a purchase into four equal payments:



said it would mean they could buy products that they couldn't usually afford.



said it would allow them to spend more.



Learn more about Klarna's smooth payment solutions (yes, so smooth they needs 3 o's) at [klarna.com/us/business](https://klarna.com/us/business)