New Ecomm Facts to Fast-Track Your Fashion Sales

1. **Gen Z and Millennials Shop Online Even More Than We Thought**
   - On average, millennial shoppers make 14 clothing and accessories purchases online per year...
   - ...while coveted Gen Z shoppers make 18 -- the highest of any age group.

2. **Instagram is More Influential than the Runway**
   - 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:
     - Trending and selling out online: 26%
     - On social media: 25%
     - In-store: 31%
     - 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**
   - 36% of shoppers said “the retailer did not have a decent return policy”
   - 31% of shoppers said “the checkout took too long”
   - 26% of shoppers said “the return policy was complicated”

4. **Try Before You Buy Could Increase Average Purchase Prices**
   - 46% of US shoppers like to try on expensive items before they buy them.
   - 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.
   - 37% of Gen Z shoppers said they struggle to afford the latest trends and would like an option to pay in installments or pay later.
   - 24% said they would buy more if they could split a purchase into four equal payments.
   - 21% said it would allow them to spend more.

Learn more about Klarna’s smooth payment solutions (yes, so smooth they need 3 o’s) at klarna.com/us/business