

# IMRG Fashion and Beauty Connect 2025

*Headline sponsor:*

 **Bleckmann**

## What will you see!

- Fashion and beauty performance!
- Average order values and conversion rates!
- Analysis of the top 10 retailers in categories – anonymously!
- Analysis from our clever new tool that doesn't have a name yet!
- Plus...TALKING! And not...LEAVING!

# Table Hosts

1

**.centra**

Internationalisation

2

**worldpay**

*How quickly do you process refunds?*

3

 **Constructor**

*Optimising search and product discovery*

4

 **Bleckmann**

*The evolving demands of fashion & beauty logistics*

5

**the pixel.**

*Customer data and personalisation*

6

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**genie goals**

*How resilient is your 2025 marketing plan?*

8



*Personalising ecommerce ad strategy*

9

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Marketing AI  
Connect | Report | Forecast | Profit

*GenAI & Data – a no dashboard future*

10

**CHEQ**

*Maximising the quality of site traffic*

## Peer-to-peer!

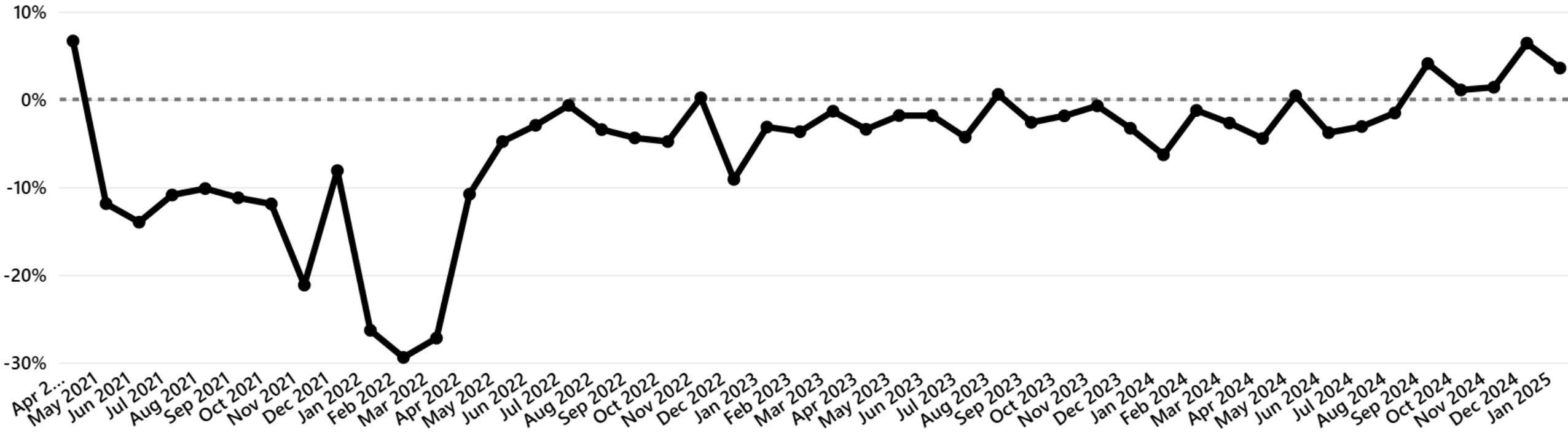
- Everyone in this room paired up with someone else five times
- Eight-minute blasts
- Use the time to solve problems / test ideas out

# Clothing and beauty market overview

# YoY revenue long-view

## YoY Percentage Change for Revenue

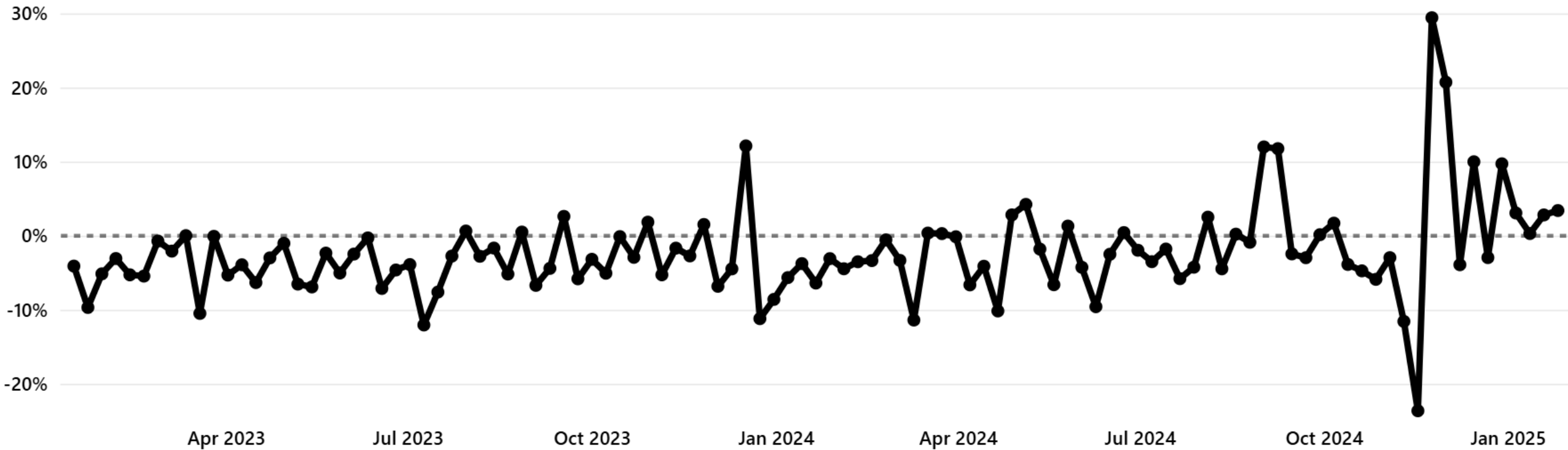
● Total Market



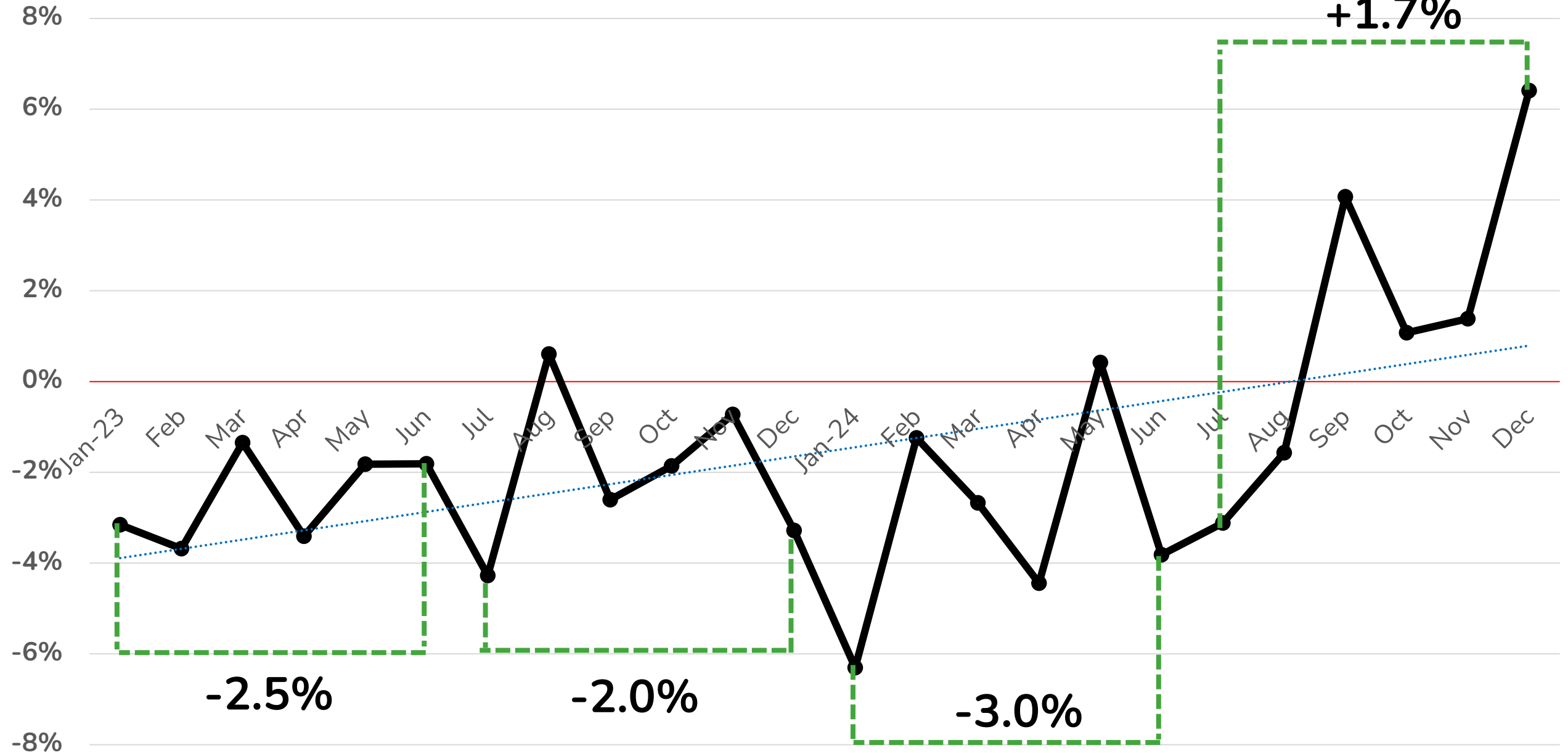
# YoY revenue overall weekly

## YoY Percentage Change for Revenue

● Total Market

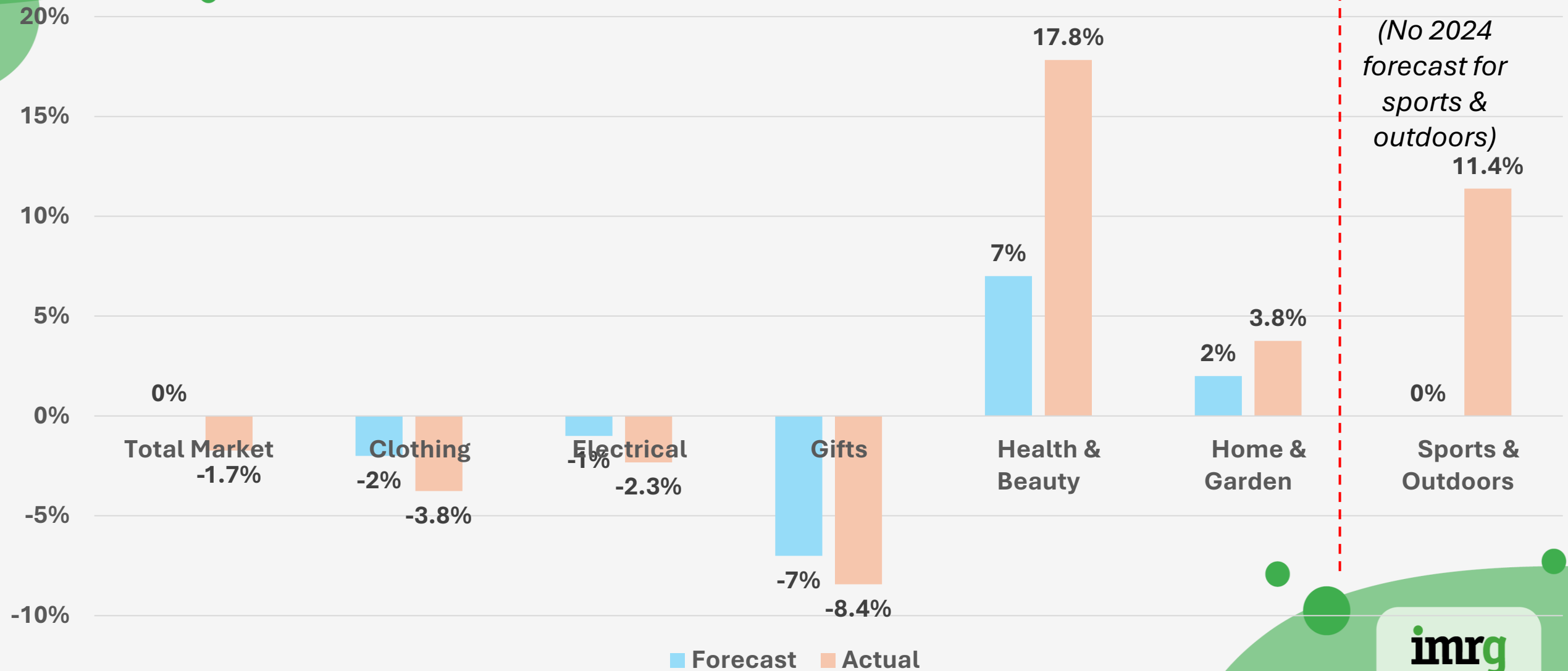


# 2023 & 2024 YOY Total Market Revenue Growth





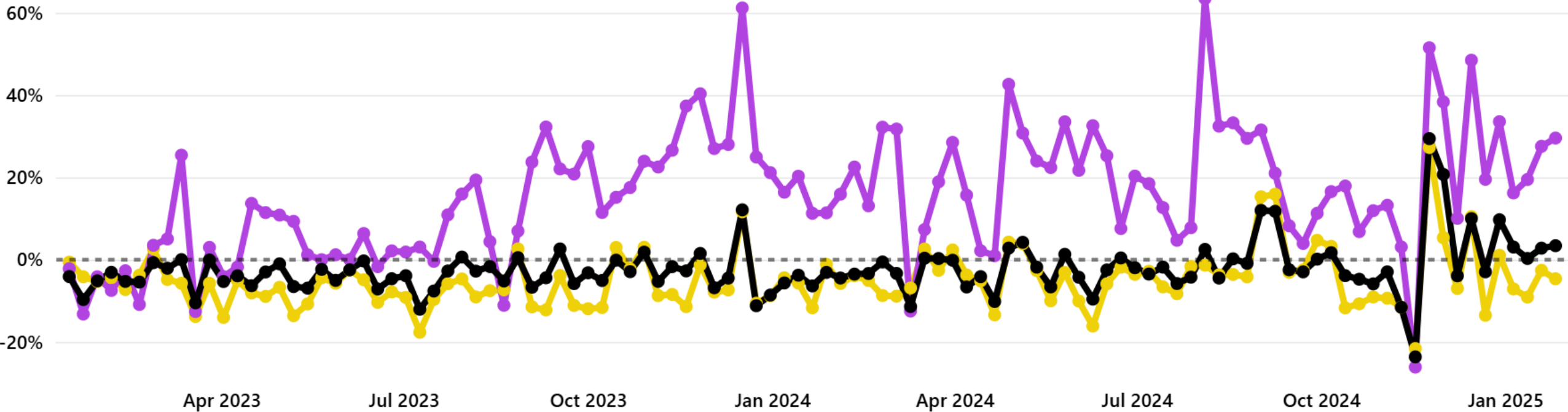
# Forecast vs actual



# Overall / clothing / H&B revenue

## YoY Percentage Change for Revenue

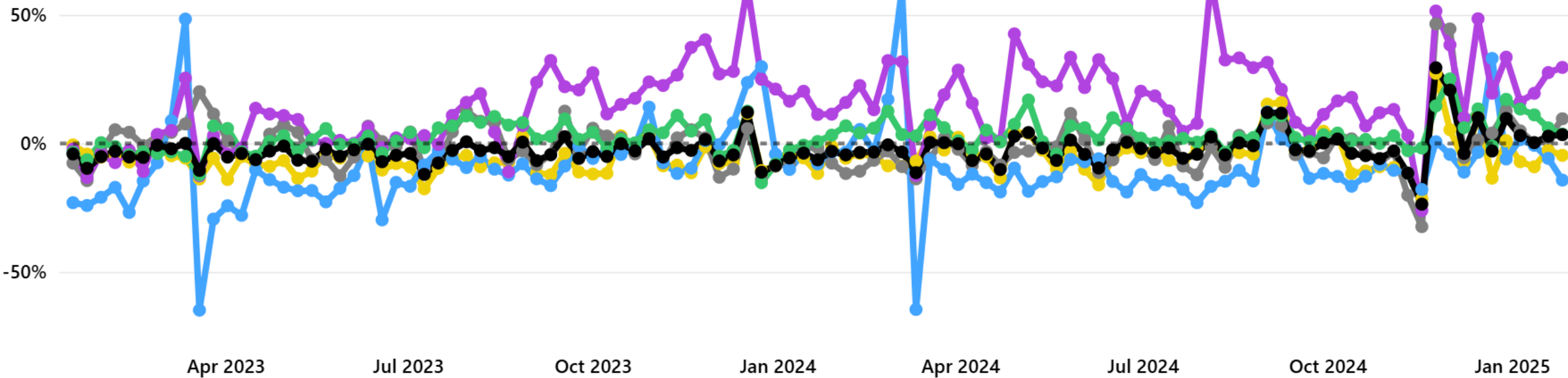
● Clothing ● Health & Beauty ● Total Market



## Multiple categories compared

### YoY Percentage Change for Revenue

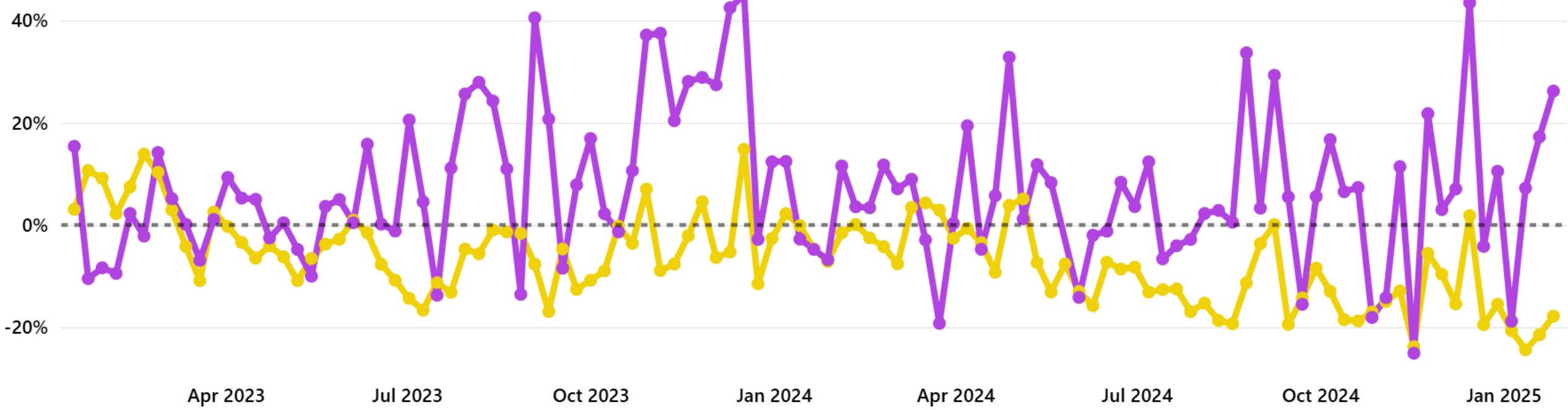
● Clothing ● Electrical ● Gifts ● Health & Beauty ● Home & Garden ● Total Market



# Budget retailers

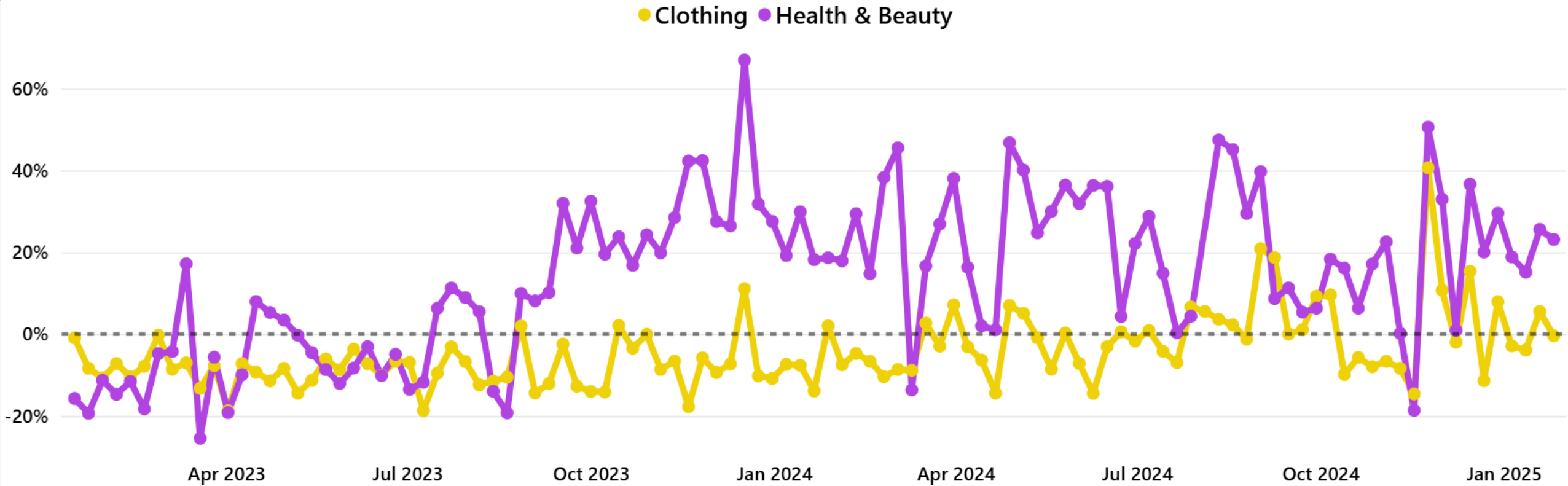
## YoY Percentage Change for Revenue

● Clothing ● Health & Beauty



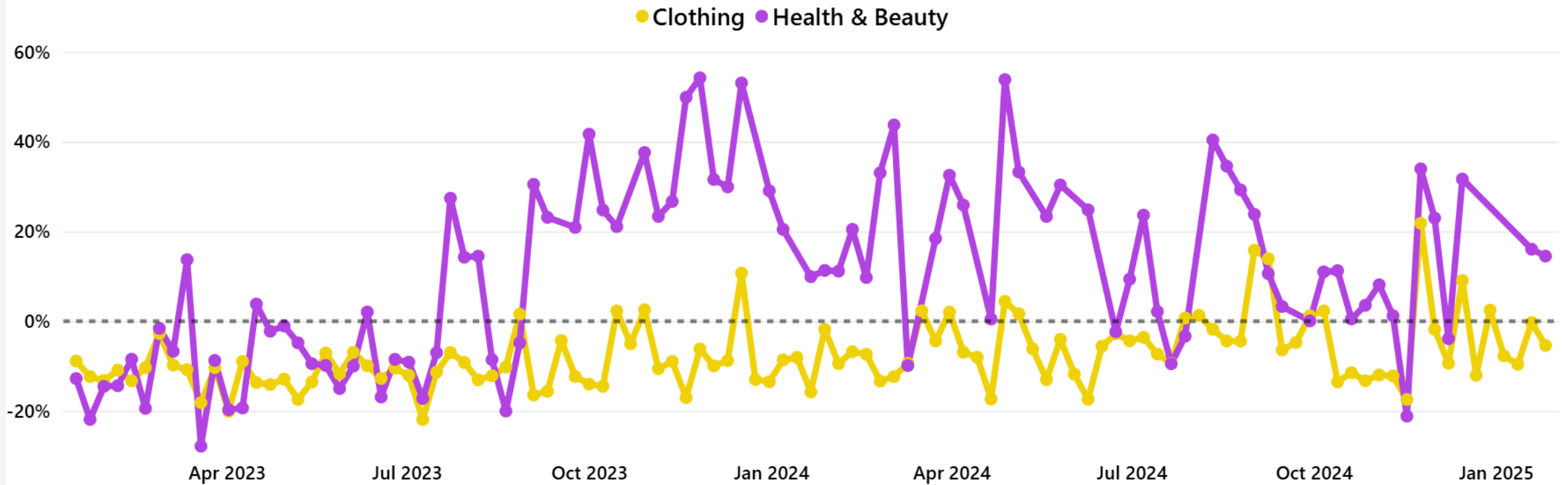
# Mid-tier retailers

## YoY Percentage Change for Revenue



# Multi-category retailers

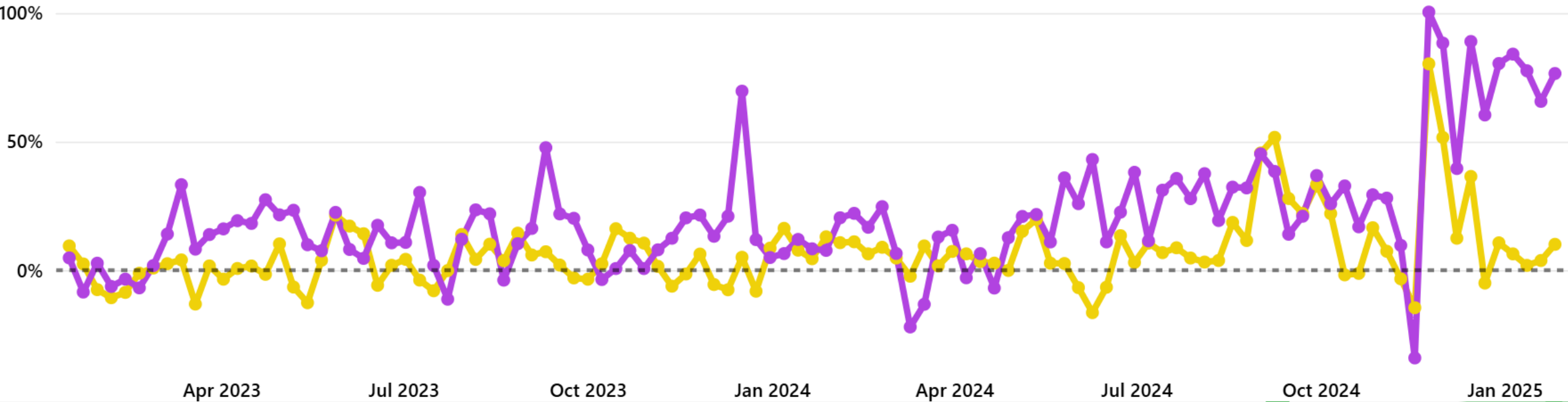
## YoY Percentage Change for Revenue



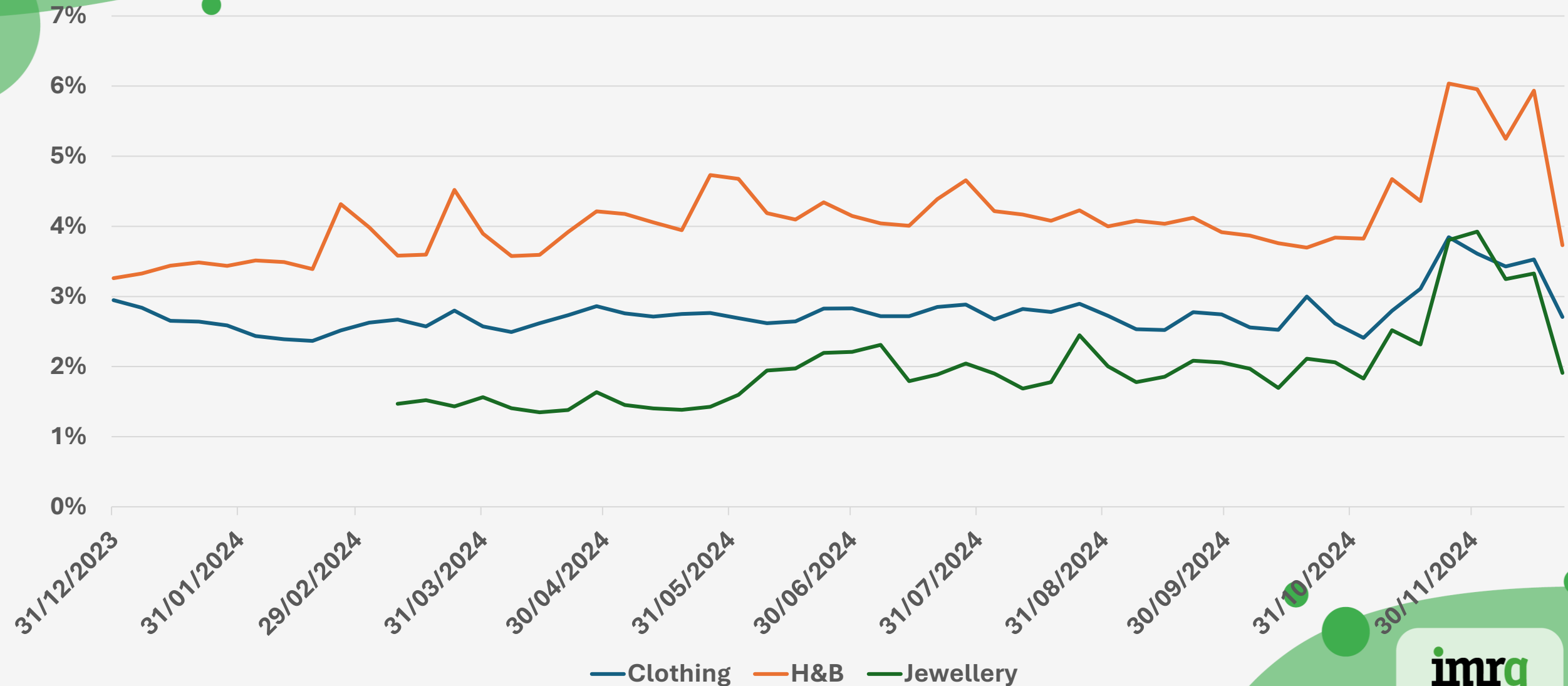
# Single-category retailers

## YoY Percentage Change for Revenue

● Clothing ● Health & Beauty

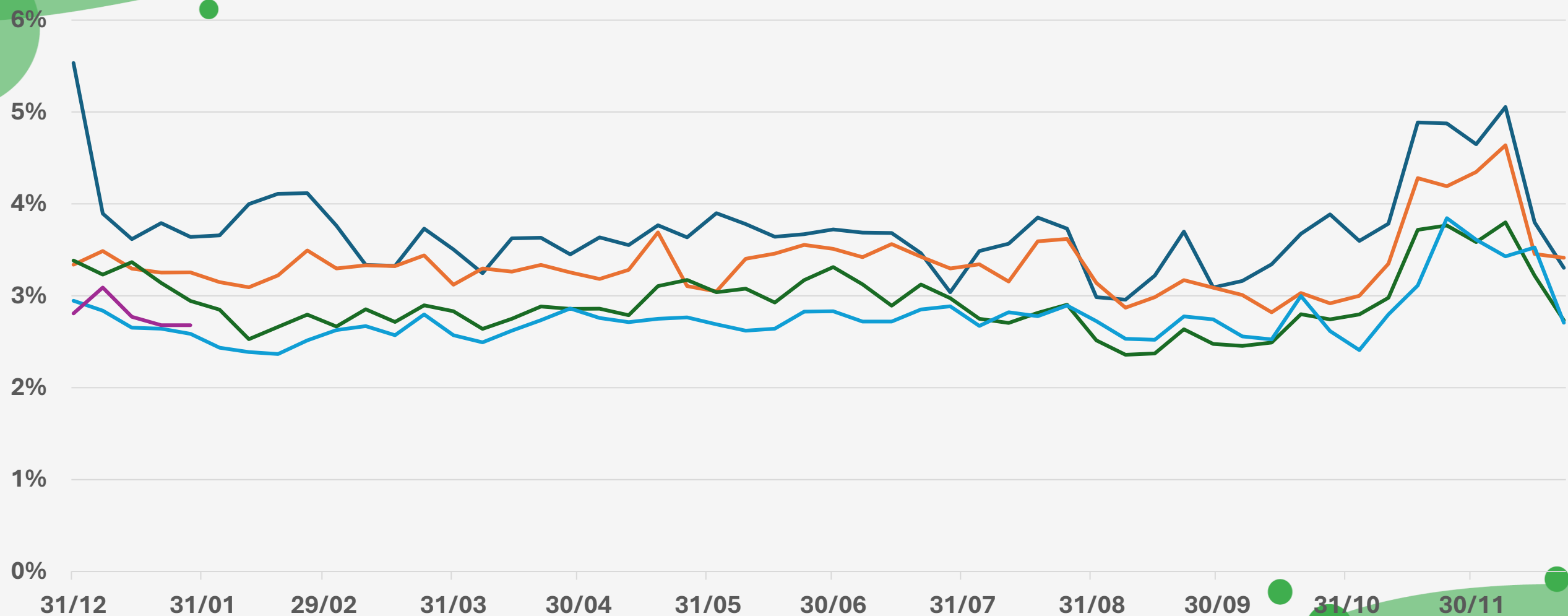


# Conversion rates compared





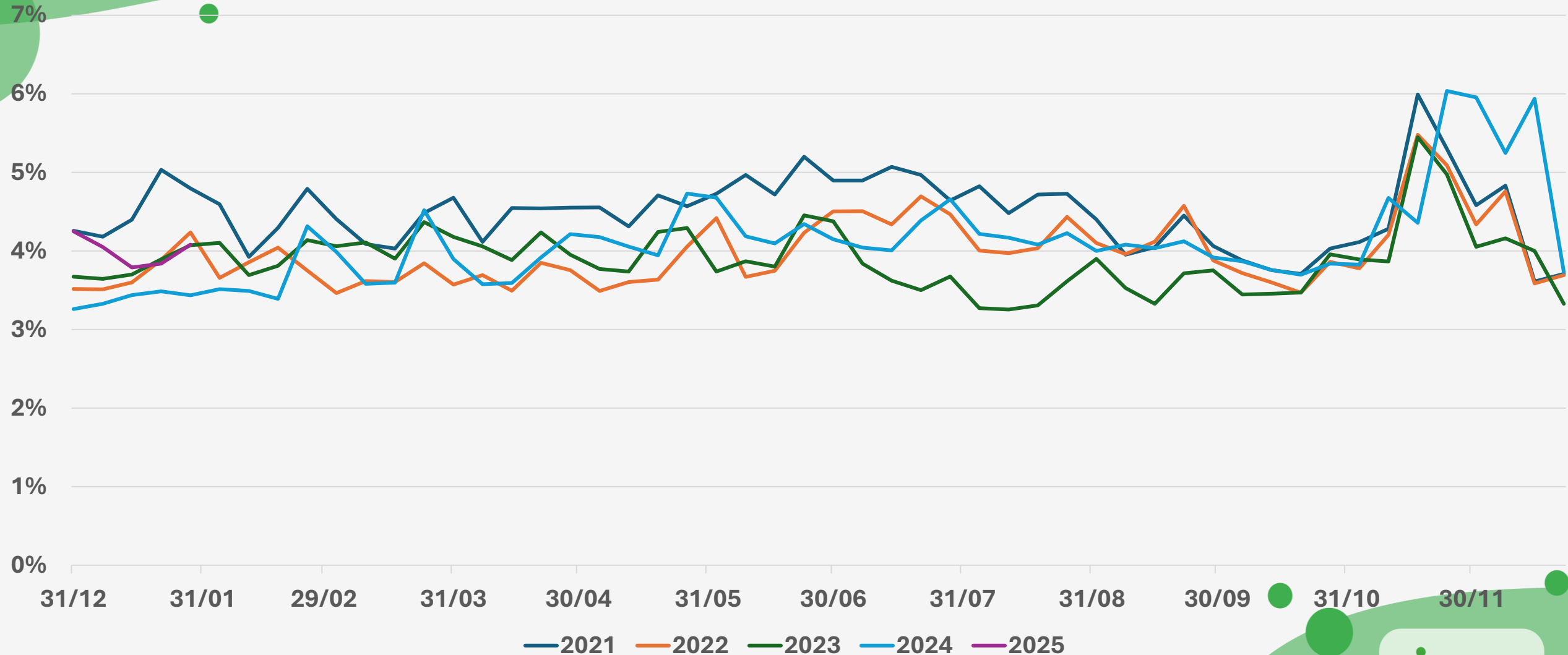
# Clothing conversion



—2021 —2022 —2023 —2024 —2025



# Health & beauty conversion





**B** Bleckmann

## Rotation one

1

**.centra**

Internationalisation

2

**worldpay**

*How quickly do you process refunds?*

3

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Marketing AI  
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*GenAI & Data – a no dashboard future*

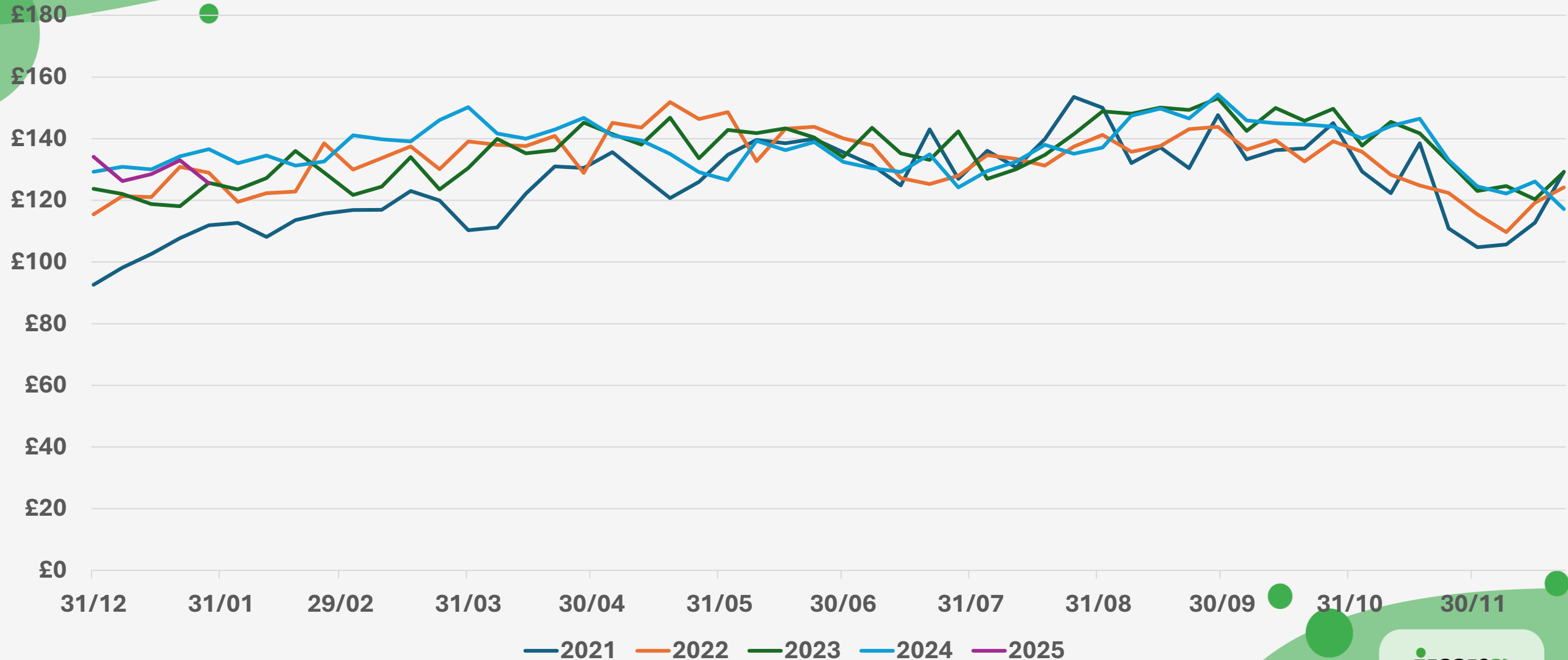
10

**CHEQ**

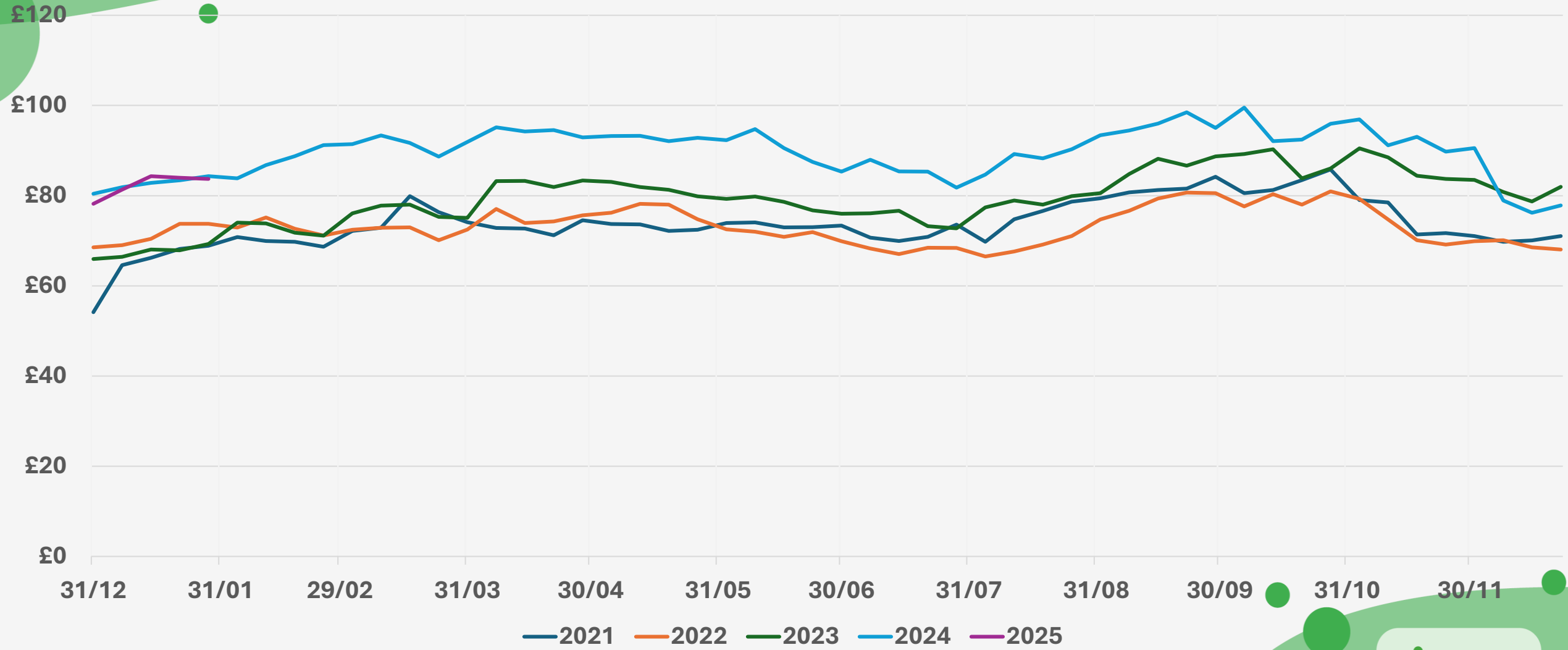
*Maximising the quality of site traffic*

# Average order value analysis

# Overall ABV

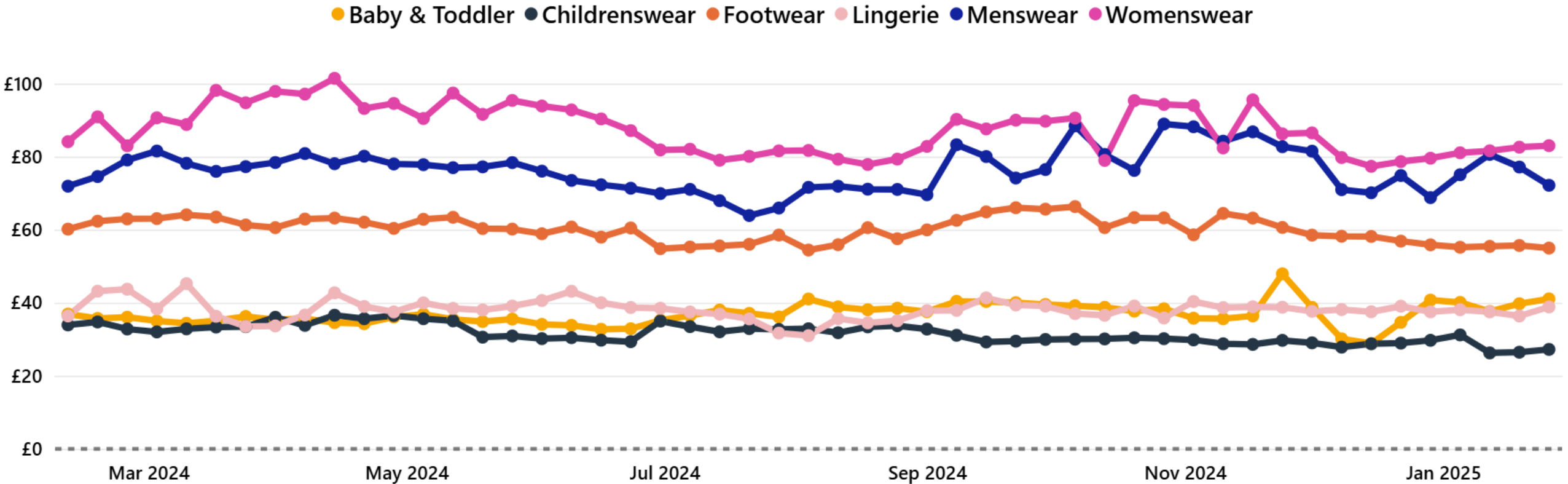


# Clothing ABV



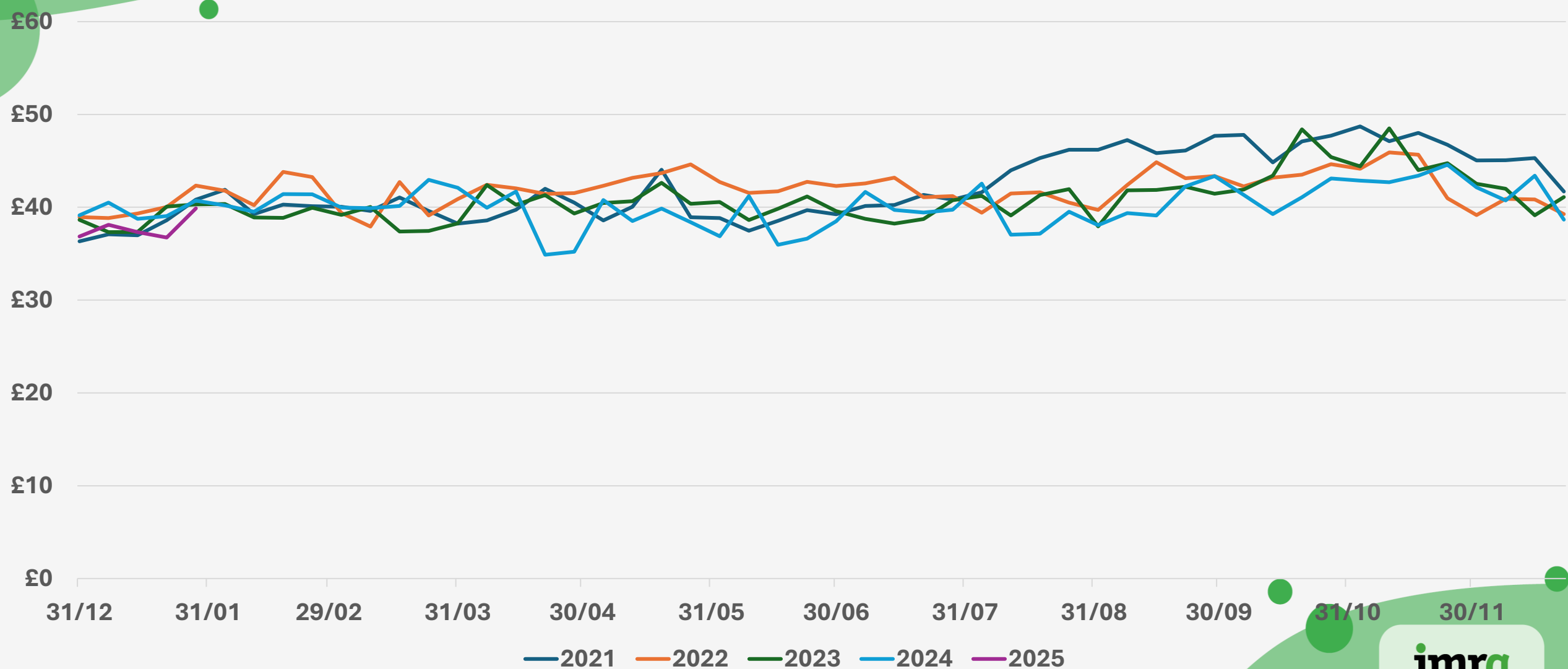
# Clothing ABV

## Weekly Average Basket Value





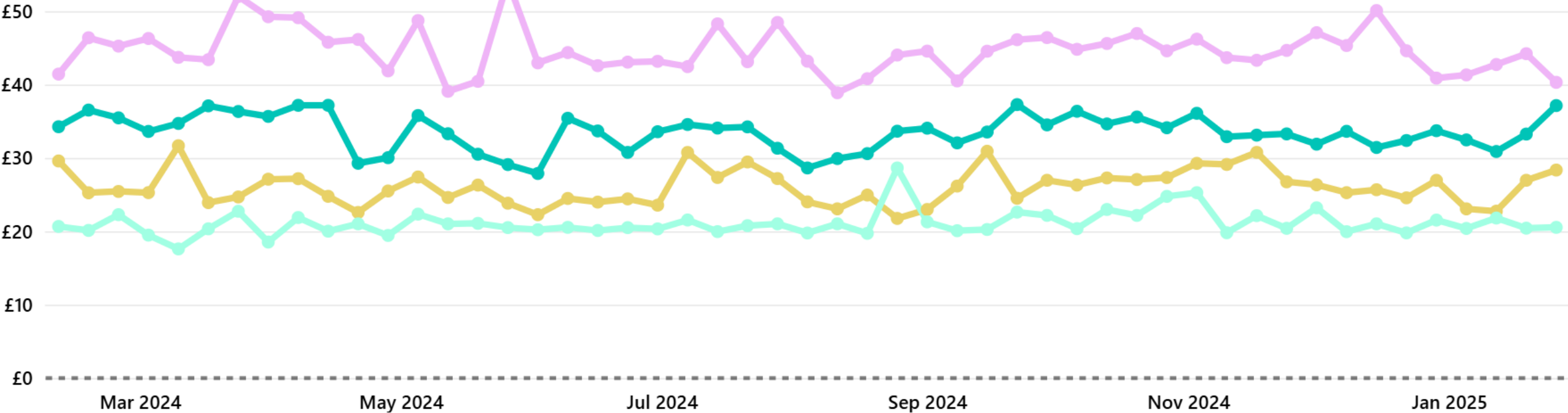
# Health & beauty ABV



# Health & beauty ABV

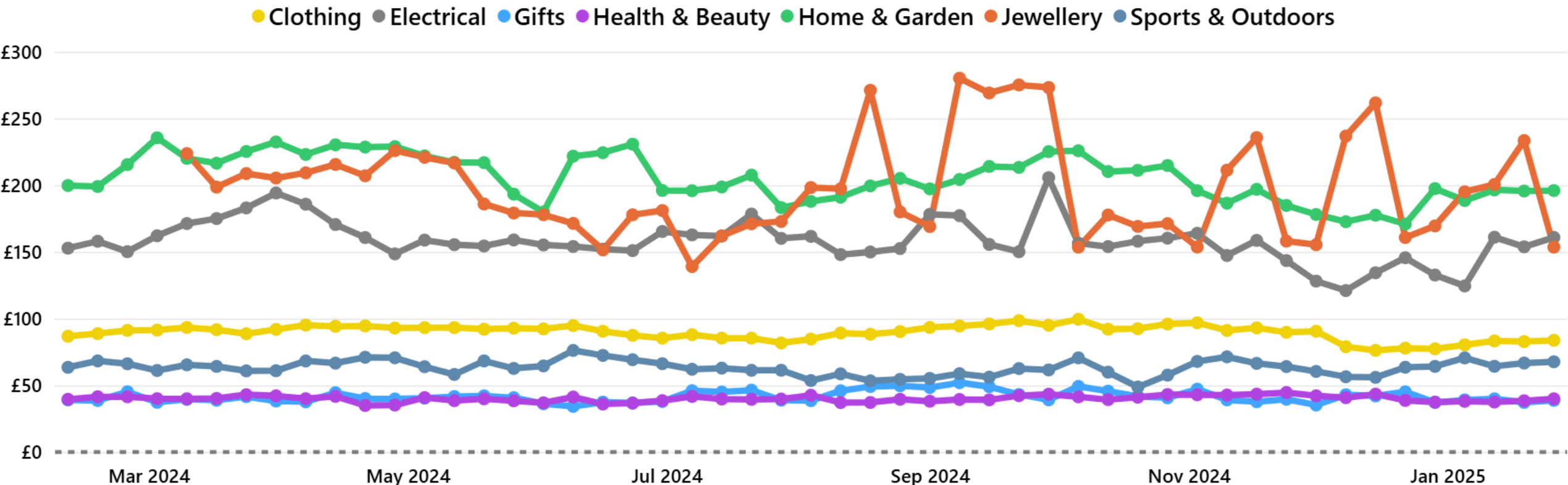
## Weekly Average Basket Value

● Fragrance ● Haircare ● Makeup ● Skincare



# ABV comparison

## Weekly Average Basket Value



## Rotation two

1



*GenAI & Data – a  
no dashboard  
future*

2



*International-  
isation*

3



*Maximising the  
quality of site  
traffic*

4



*Personalising  
ecommerce ad  
strategy*

5



*The evolving  
demands of  
fashion &  
beauty logistics*

6



*Optimising  
search and  
product  
discovery*

7



*Customer data  
and  
personalisation*

8



*How resilient is  
your 2025  
marketing  
plan?*

9



*The evolving  
demands of  
fashion &  
beauty logistics*

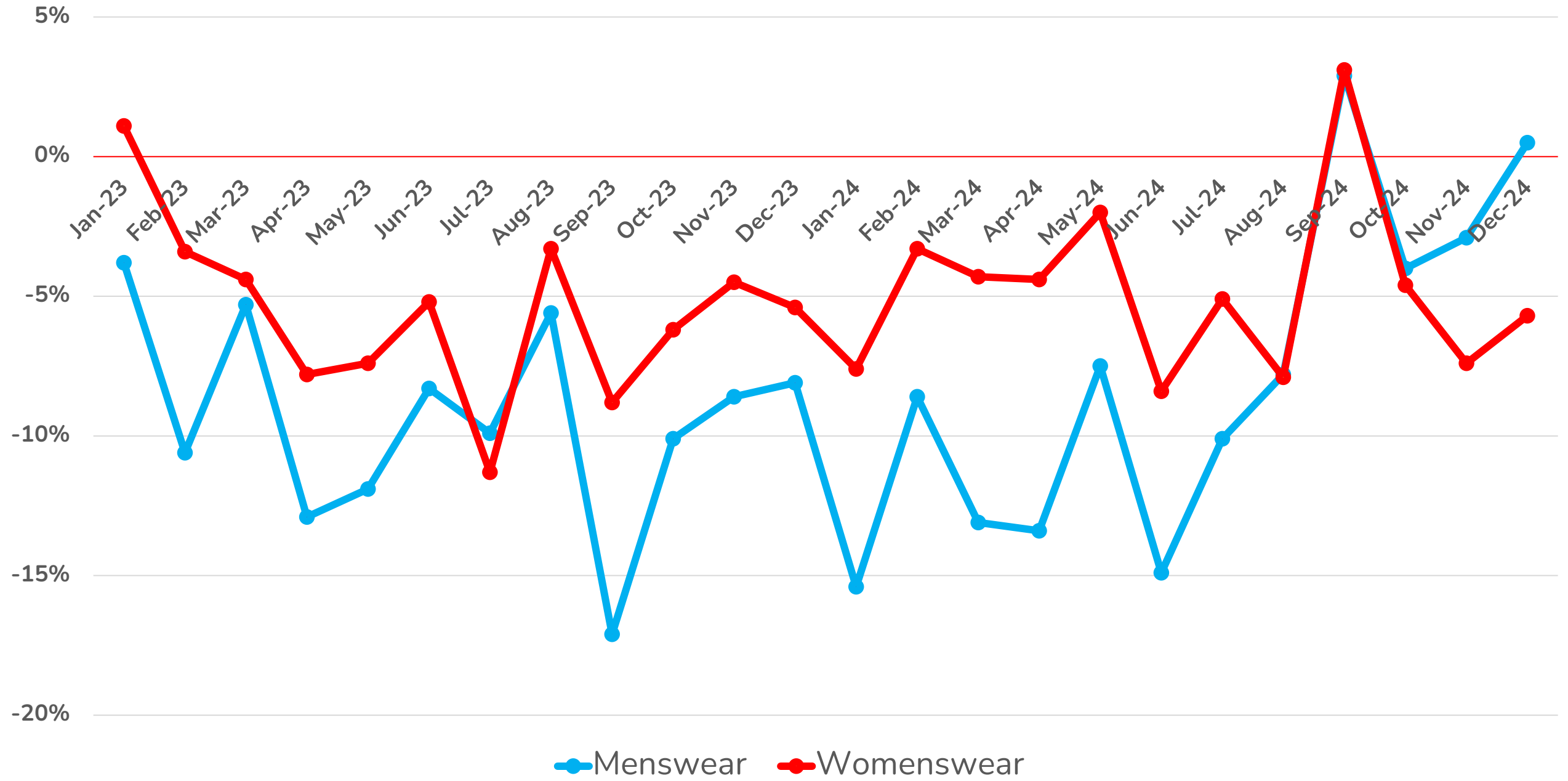
10



*How quickly do  
you process  
refunds?*

# Menswear & Womenswear

# YoY Revenue Sales Growth



# Annual Revenue Performance



2023

2024

Womenswear

-5.7%

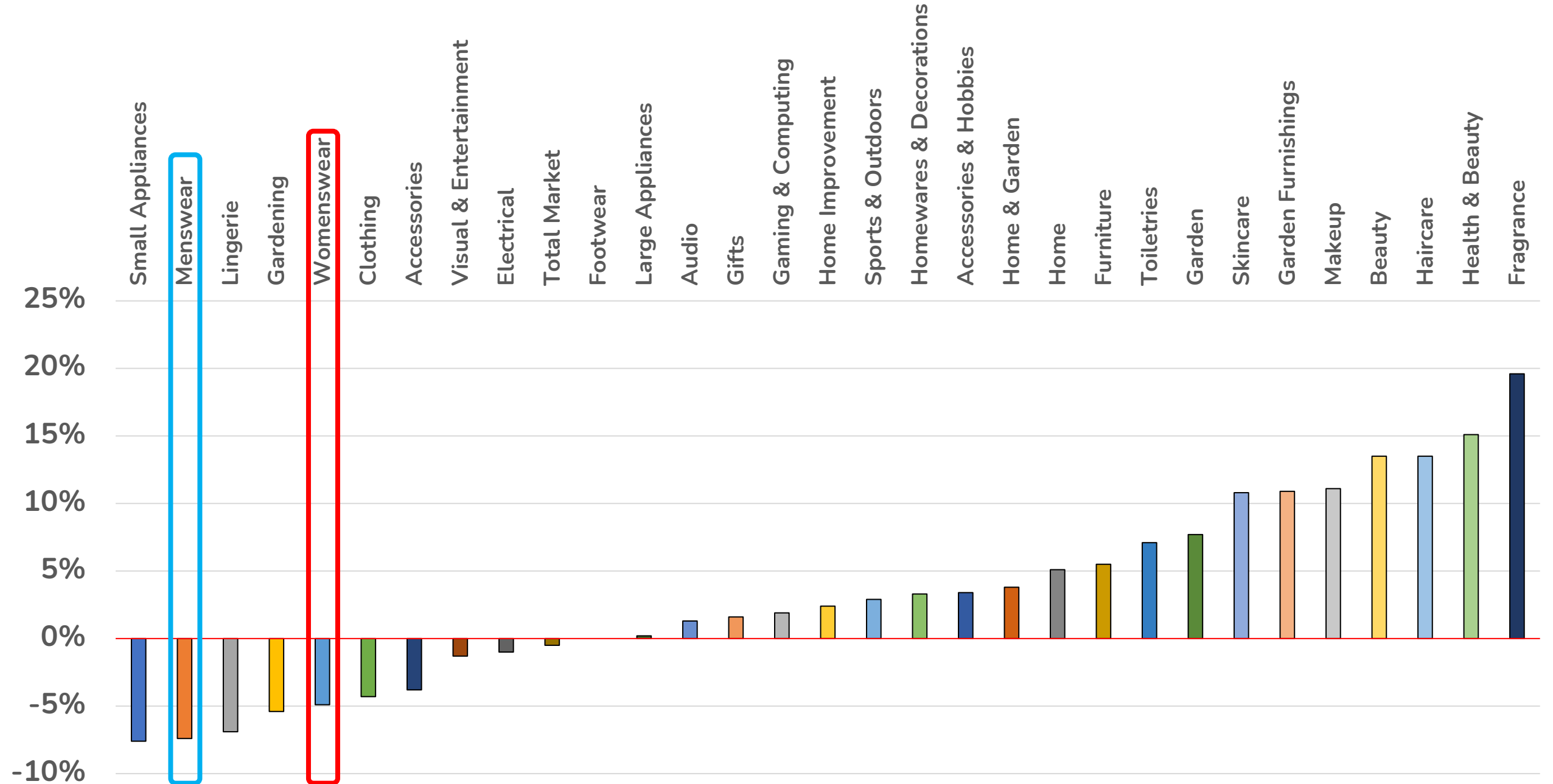
-4.9%

Menswear

-9.4%

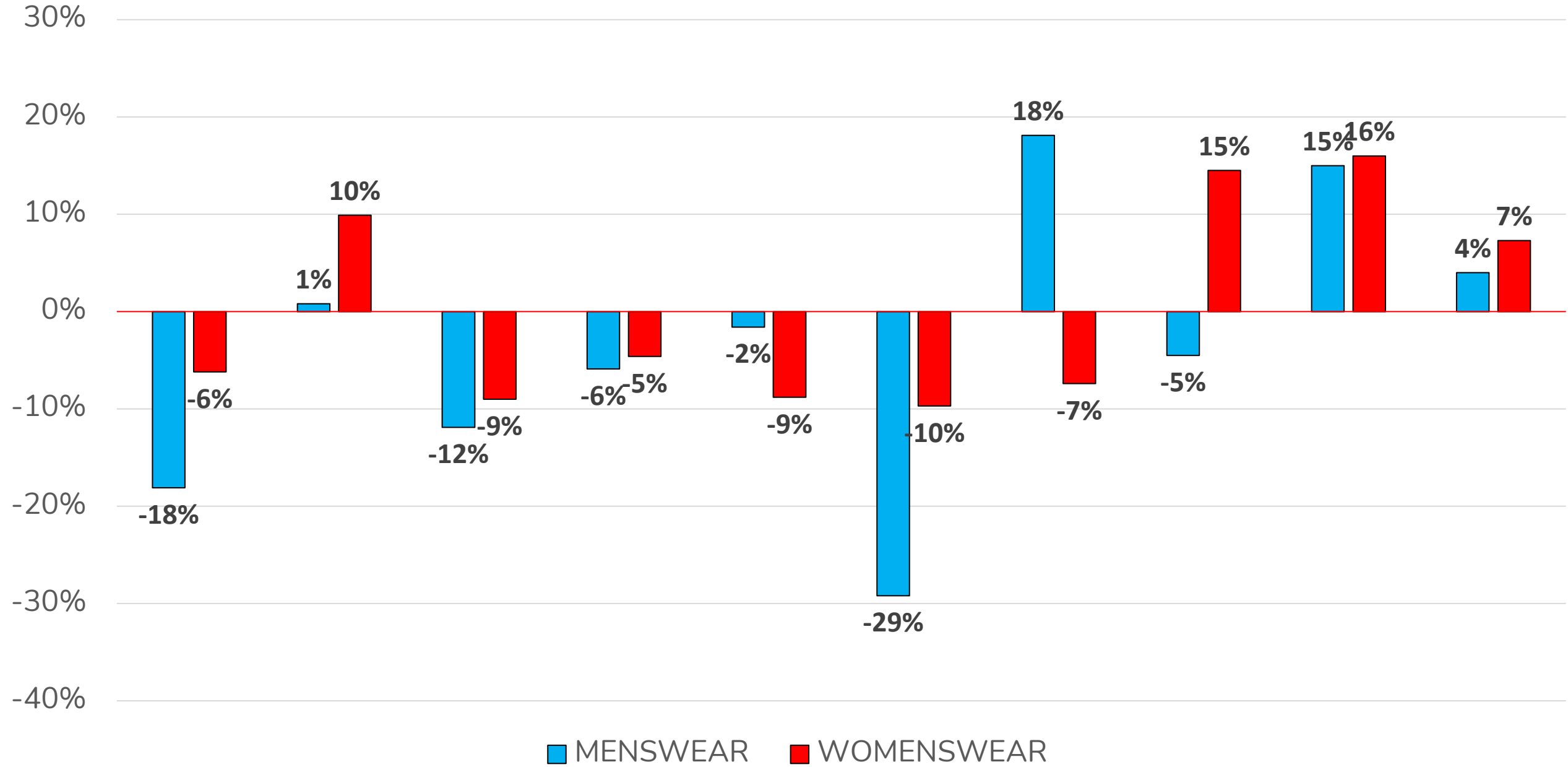
-7.4%

# Overall 2024 Revenue Growth





# Mens & Womens – 2024 Overall Growth. Largest 10. Same Retailers



# Annual Revenue Performance



Mid

Budget

Market

Premium

Womenswear

-11.4%

-1.3%

-7.2%

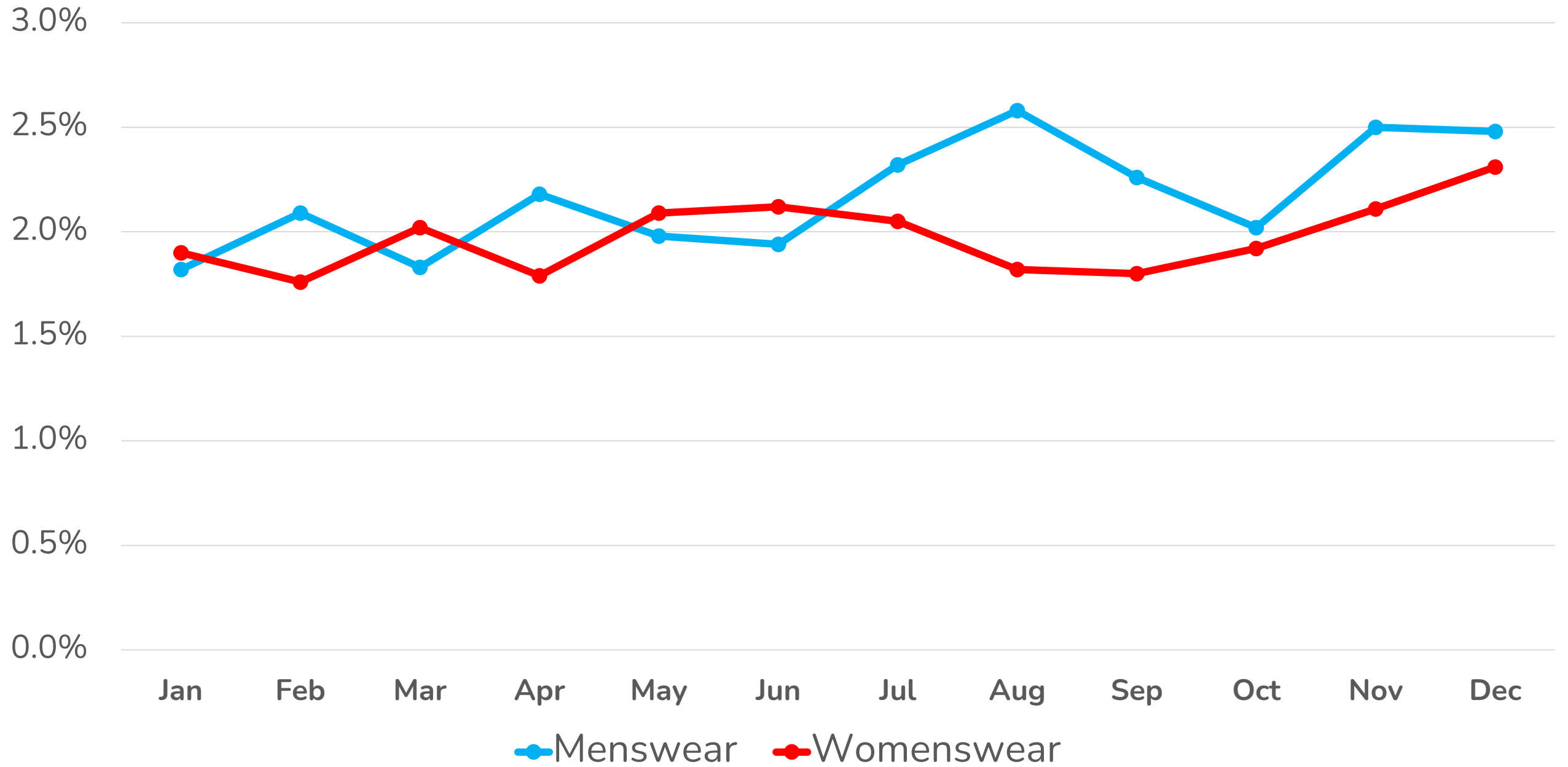
Menswear

-6.8%

-6.8%

-10.9%

# Mens & Womens – 2024 Conversion Rate



# Back To Andy

# Rotation three

1



*The evolving demands of fashion & beauty logistics*

2



*Optimising search and product discovery*

3



*Internationalisation*

4



*GenAI & Data – a no dashboard future*

5



*Maximising the quality of site traffic*

6



*How quickly do you process refunds?*

7



*Personalising ecommerce ad strategy*

8



*Customer data and personalisation*

9



*How resilient is your 2025 marketing plan?*

10



*The evolving demands of fashion & beauty logistics*

A central graphic consisting of several overlapping green shapes. A large, light green rounded rectangle is the primary focus, containing the text 'Coffee break'. This rectangle is surrounded by darker green shapes, including a large horizontal oval behind it, and several smaller circles and ovals scattered around the main rectangle.

Coffee break

## Peer-to-peer!

- Everyone in this room paired up with someone else five times
- Eight-minute blasts
- Use the time to solve problems / test ideas out

# Sub Category Performance



# Annual Revenue Performance

## Clothing

Womenswear

Menswear

Footwear

Lingerie

Accessories

Childrenswear

Baby & Toddler

## Beauty

Fragrance

Haircare

Makeup

Skincare

Mens Beauty

Toiletries

# 2024 YOY Revenue Growth



Footwear

Accessories

Lingerie

Haircare

Makeup

Skincare

25%

20%

15%

10%

5%

0%

-5%

-10%

-15%

7.6%

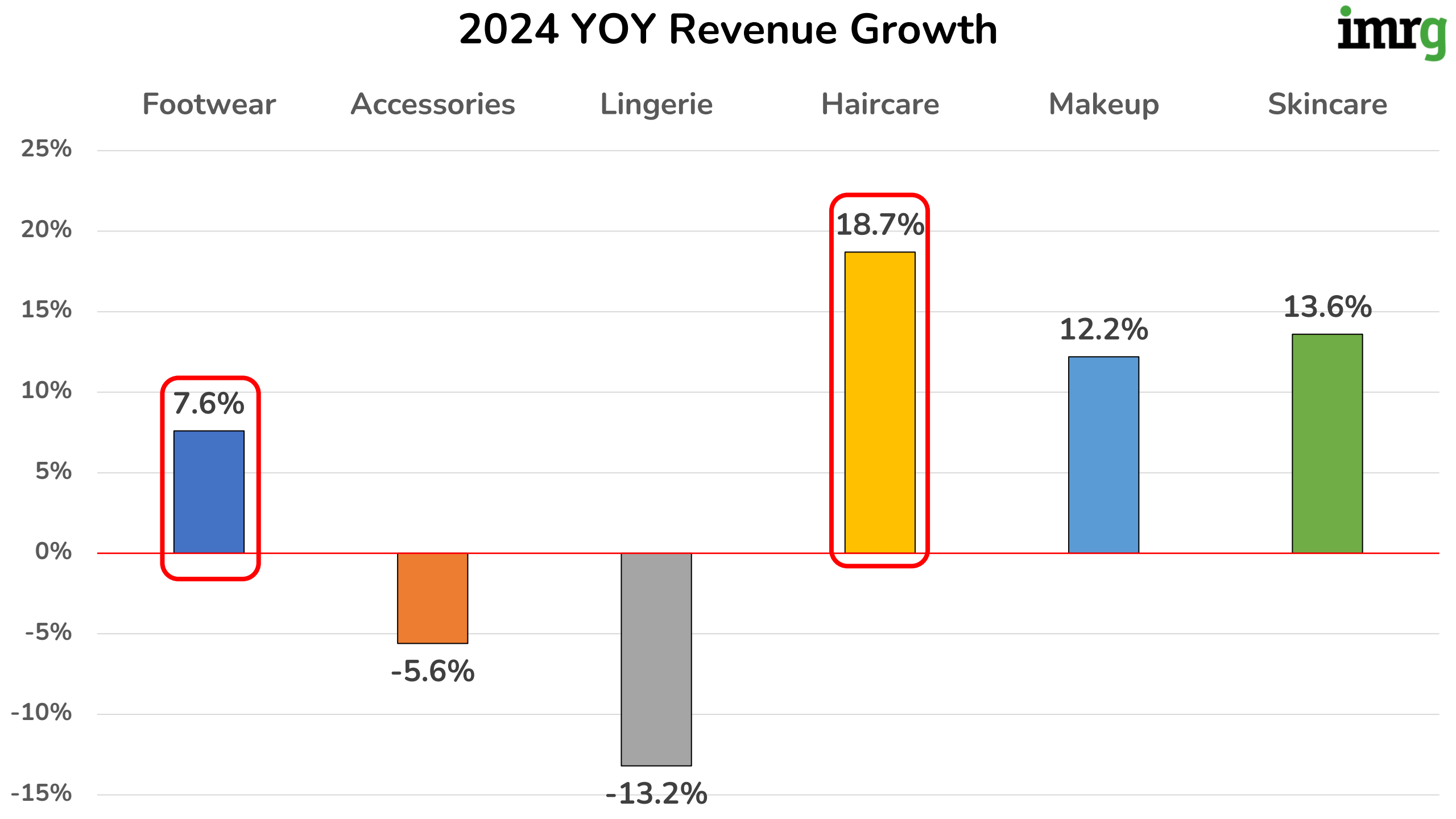
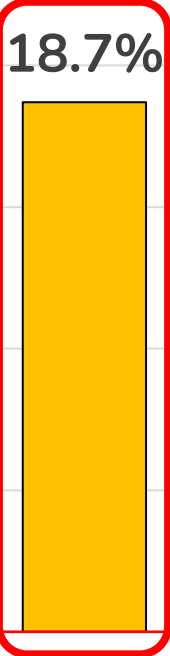
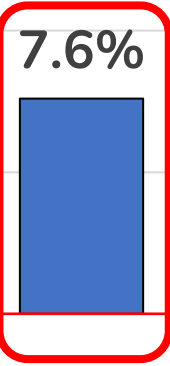
18.7%

12.2%

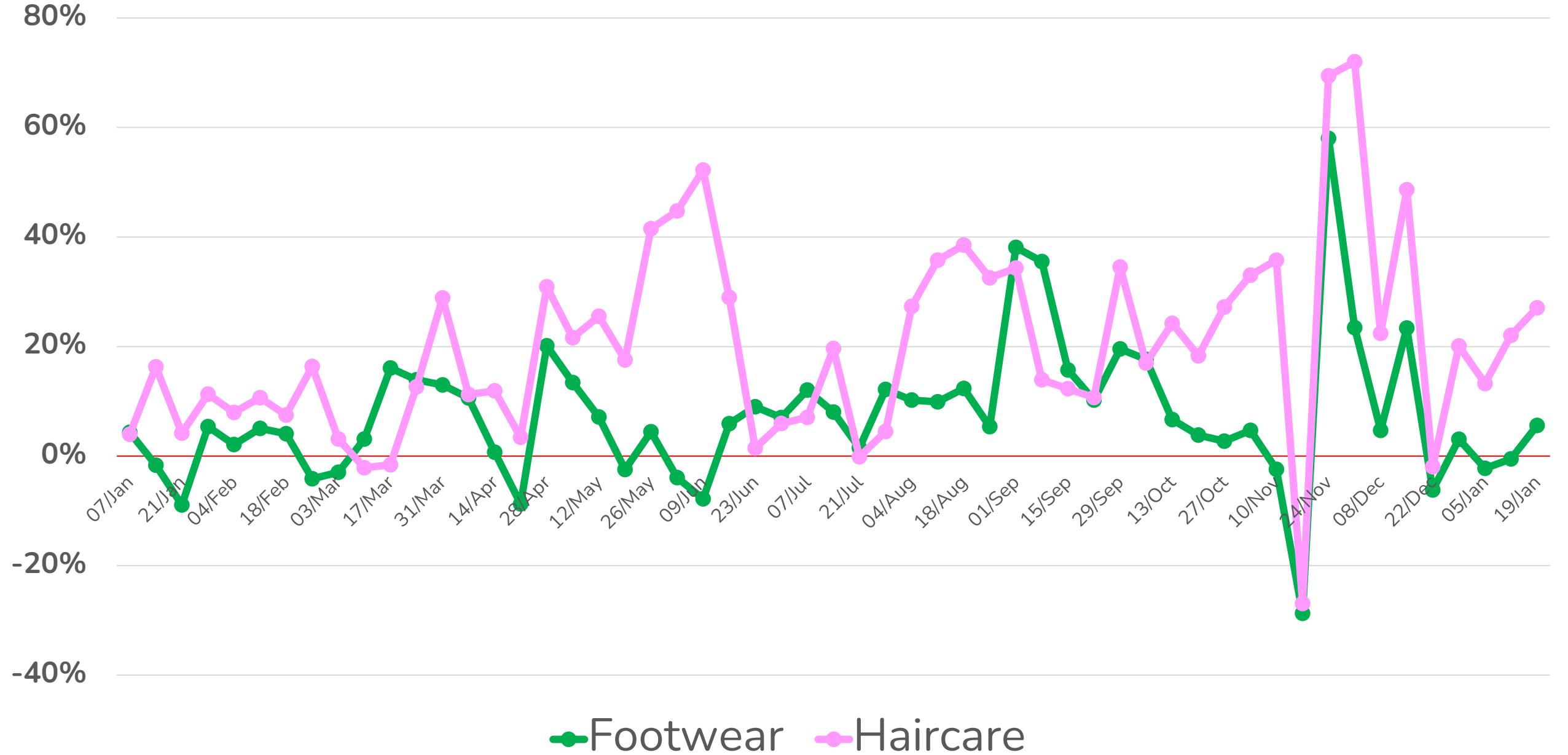
13.6%

-5.6%

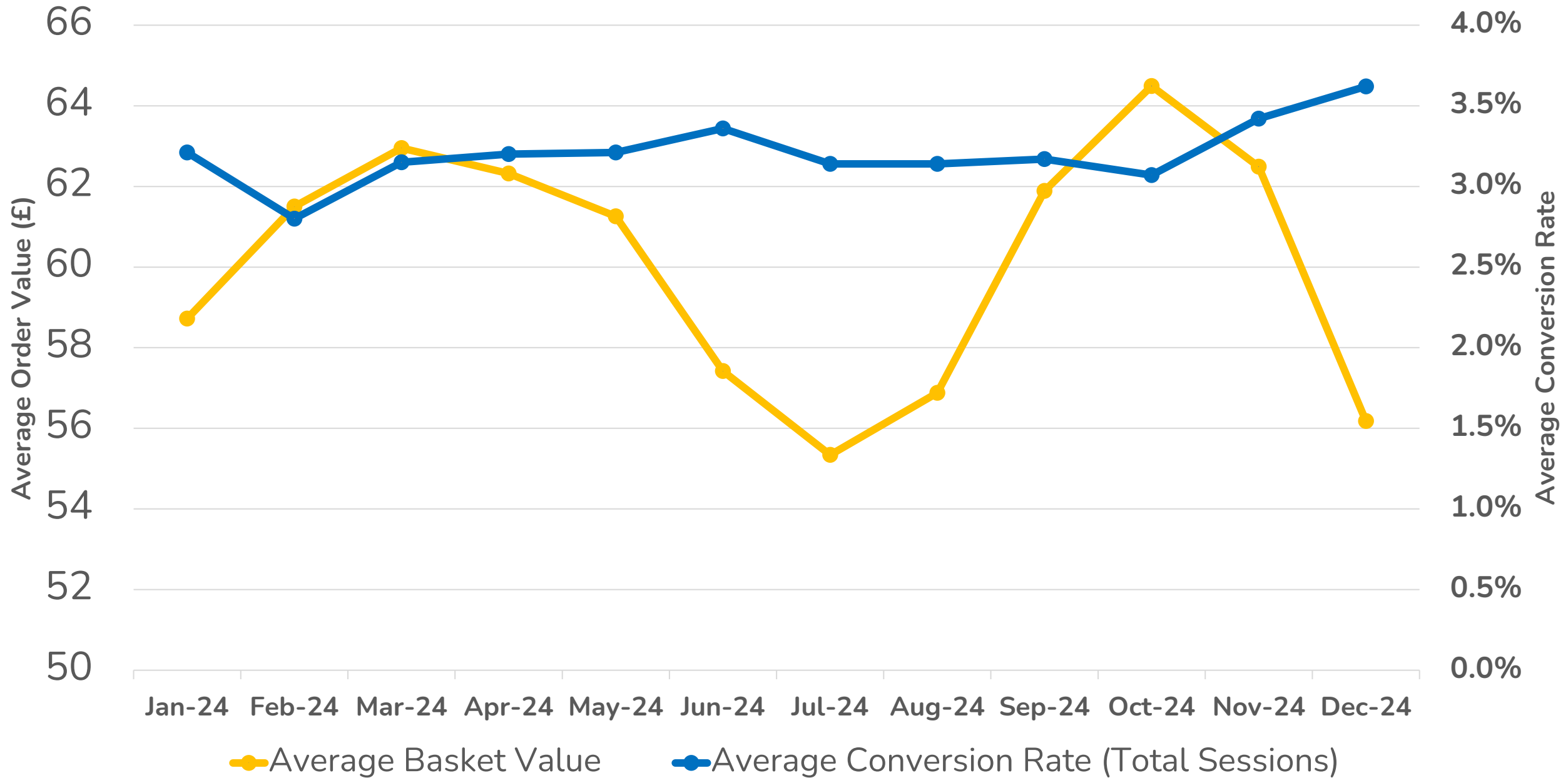
-13.2%



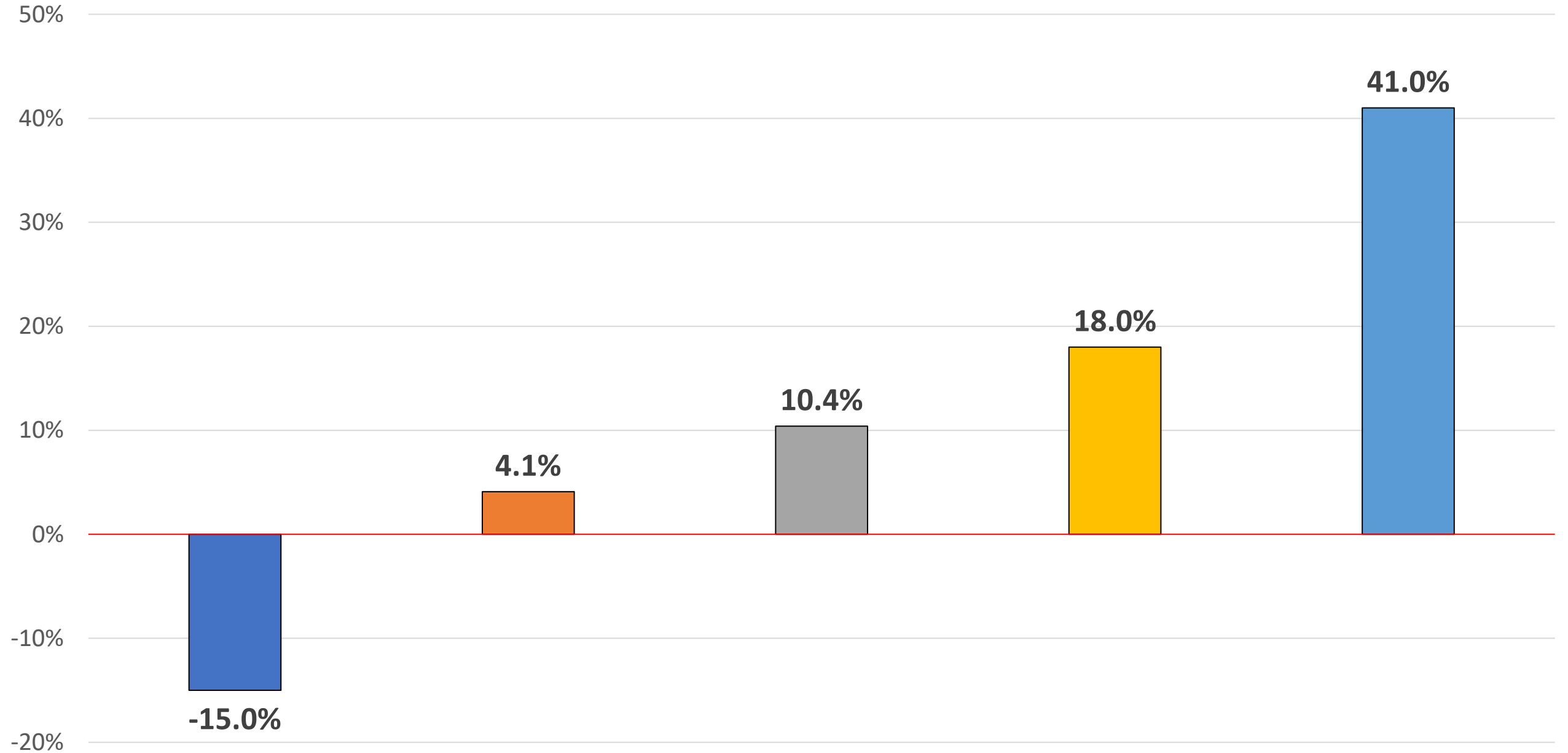
# 2024 YOY Revenue Growth



# Footwear AOV and CVR



# Hair Care 2024 Revenue Growth – Performance. Largest 5 Retailers



# Black Friday Performance



From over 35 product categories across 8 days, the highest recorded  
YOY performance was for

**Make-Up!**

**+48% YOY**

**On Tuesday of BF Week**

# Back To Andy

A central graphic consisting of several overlapping, rounded green shapes in various shades of green, creating a layered, organic effect. The word "Lunch" is centered within the largest, lightest green shape.

Lunch



# Fragrance

# Black Friday Performance

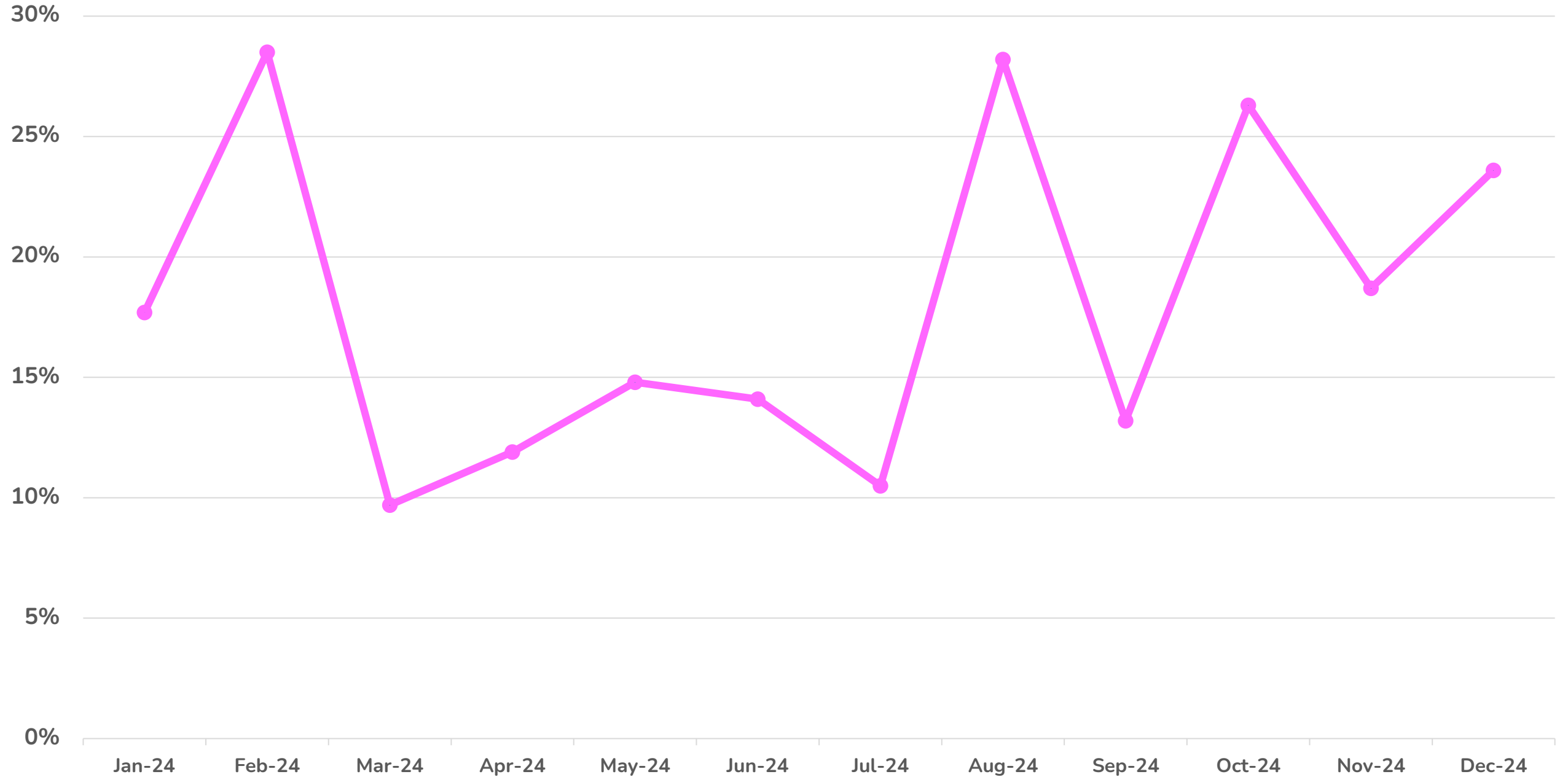


Fragrance was the best performing category that IMRG tracked across all of 2024.

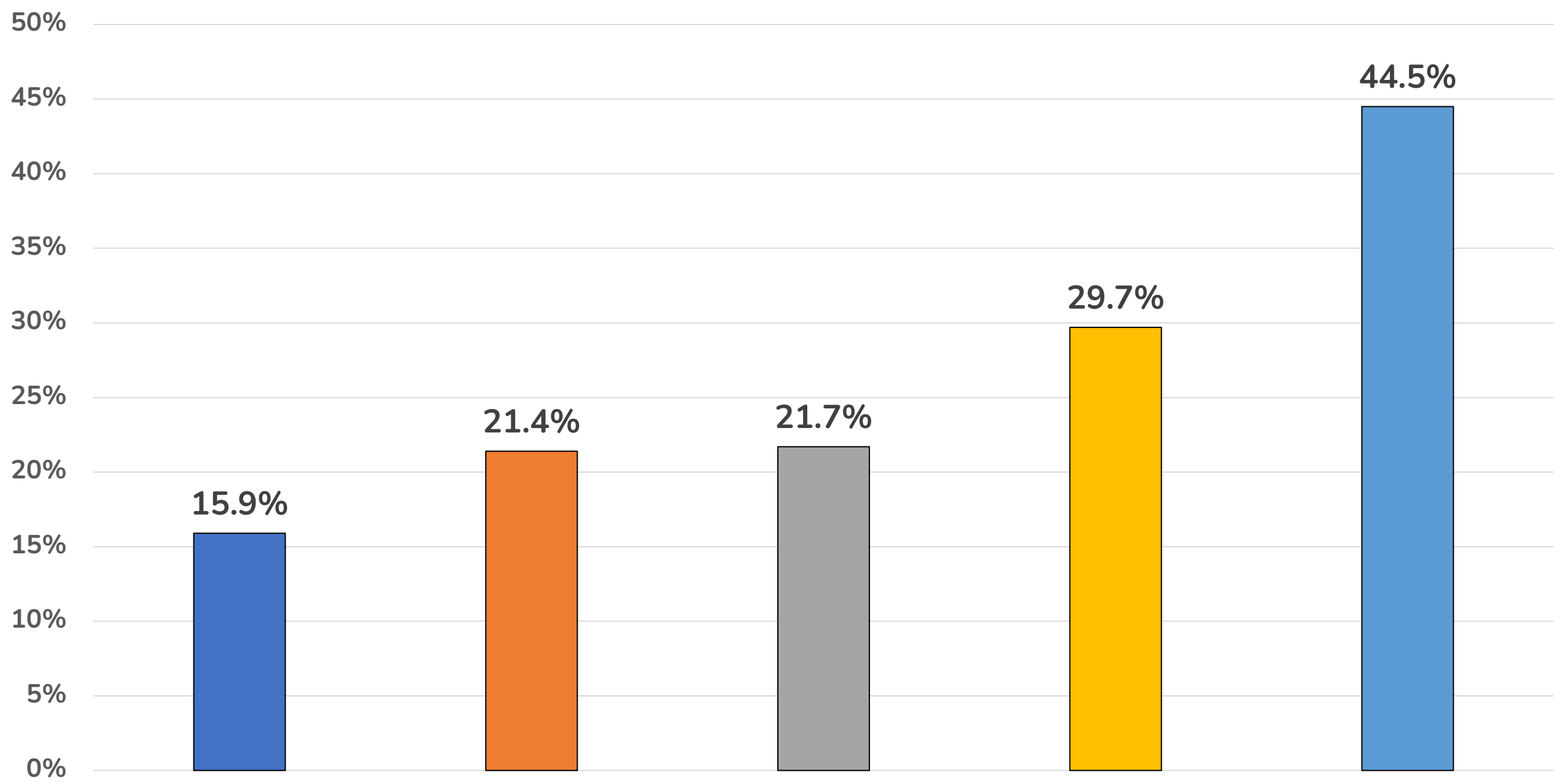
Annual Growth was

**+30%**

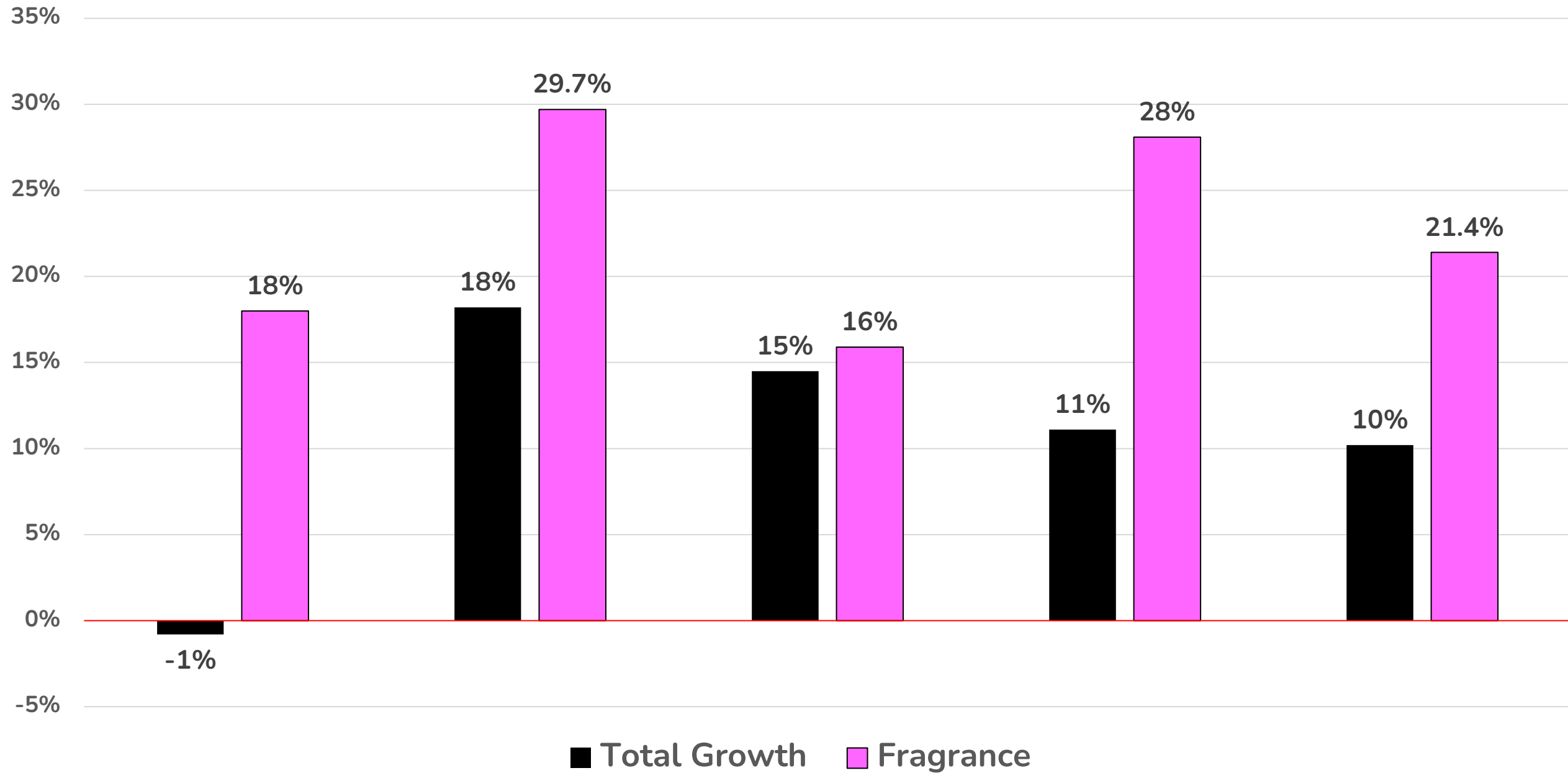
# Fragrance 2024 Growth – YOY Revenue Growth



# Fragrance 2024 Growth – Performance. Largest 5 Retailers **imrg**



# YOY Fragrance Growth Vs Other Categories. Large Retailers



# Fragrance – Average Conversion Rate



**H2 2023**

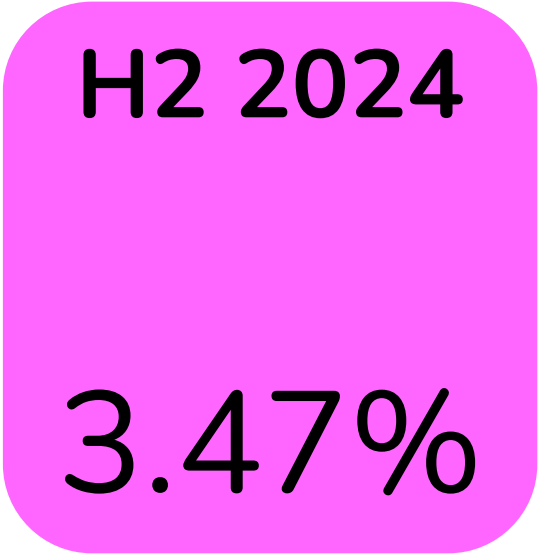
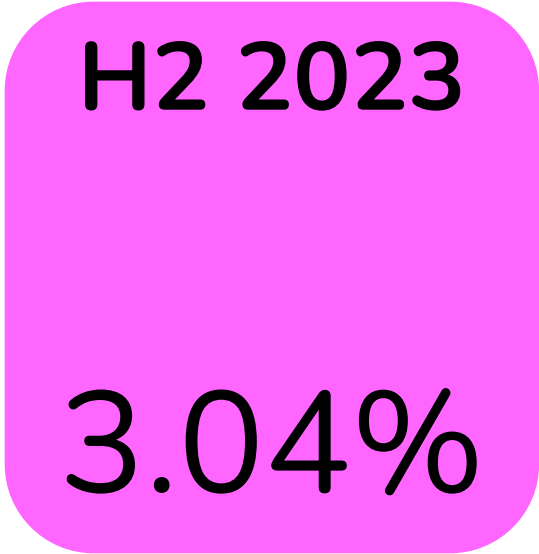
**3.04%**

**H1 2024**

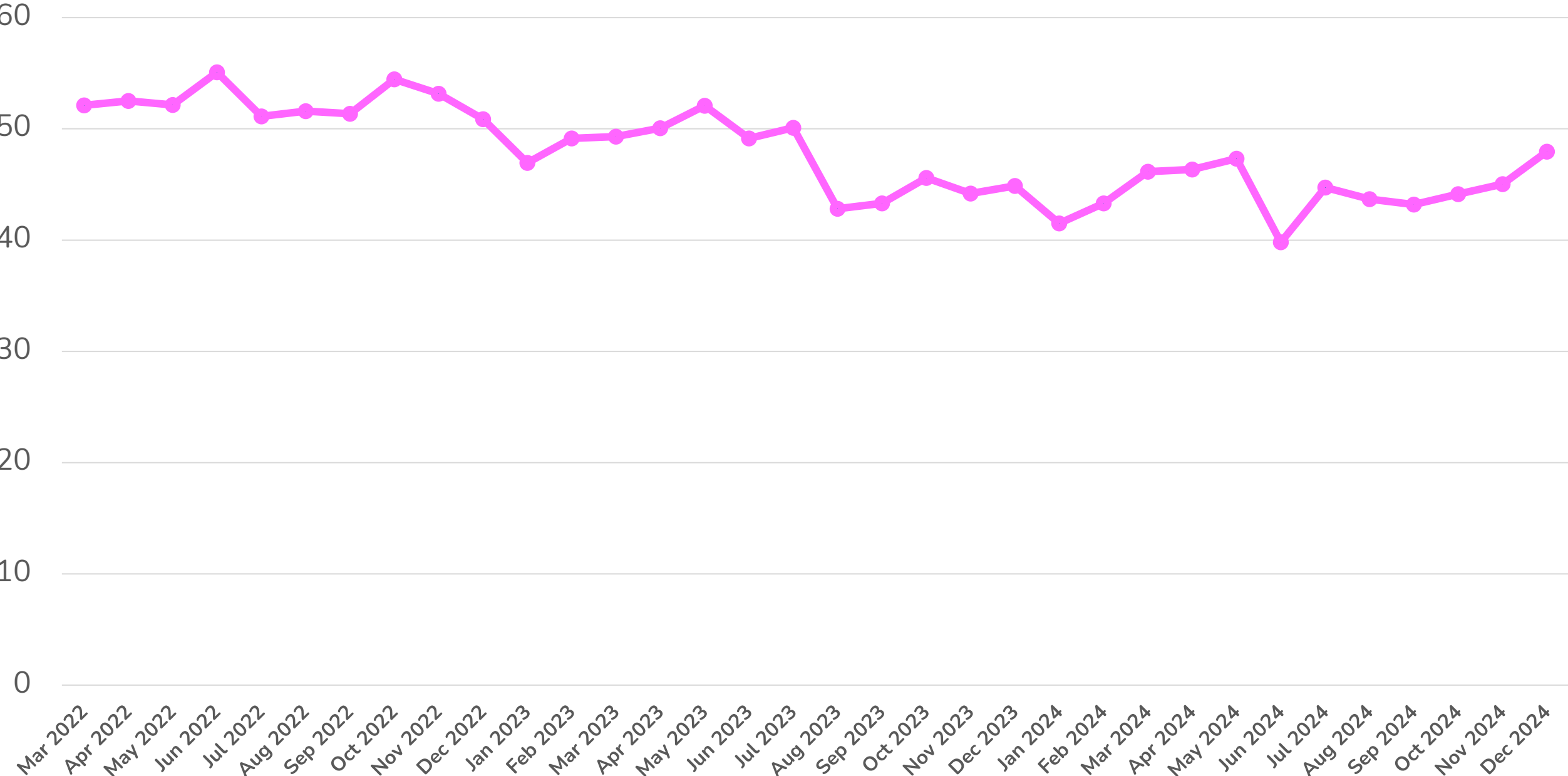
**3.72%**

**H2 2024**

**3.47%**



# Fragrance – Average Order Value



# Back to Andy



## Rotation four

1

**worldpay**

*How quickly do you process refunds?*

2

 **Bleckmann**

*The evolving demands of fashion & beauty logistics*

3

**genie goals**

*How resilient is your 2025 marketing plan?*

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**.centra**

Internationalisation

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**CHEQ**

*Maximising the quality of site traffic*

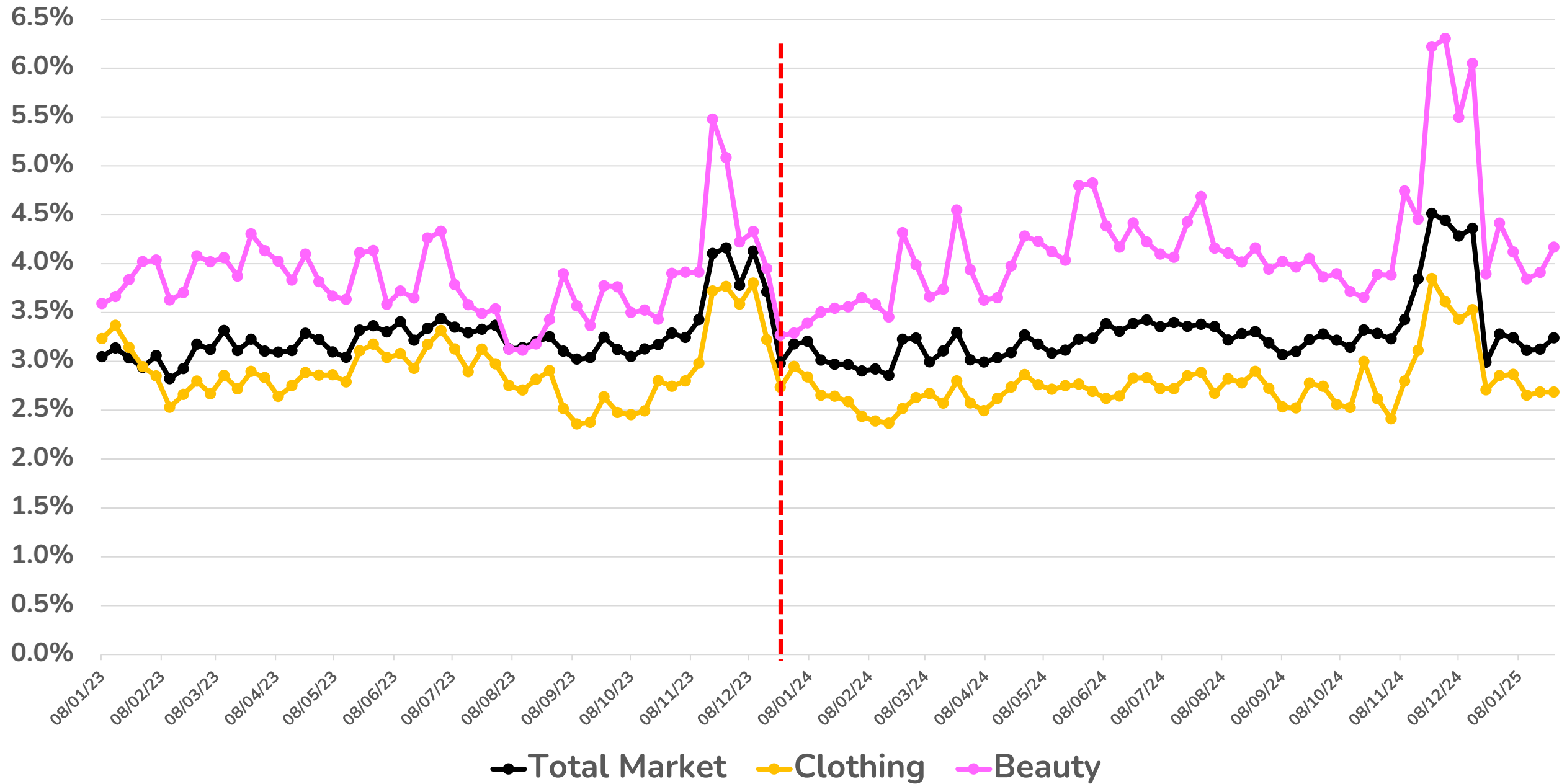
10

 **Constructor**

*Optimising search and product discovery*

# Conversion

# Average Conversion Rate



# Average Conversion Rate

Total Market

Clothing

Beauty

H2 2023

3.34%

2.94%

3.77%

H1 2024

3.12%

2.65%

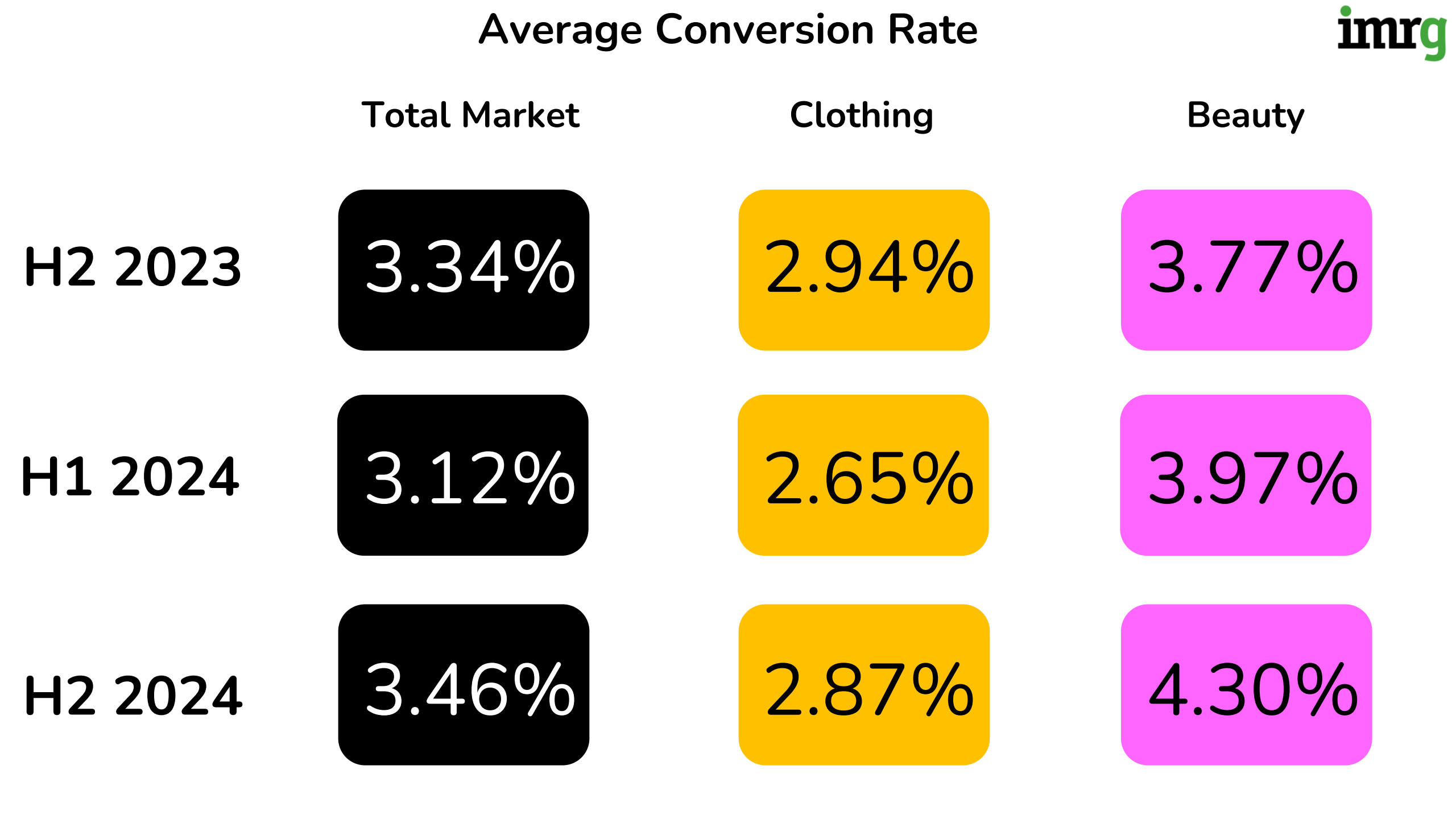
3.97%

H2 2024

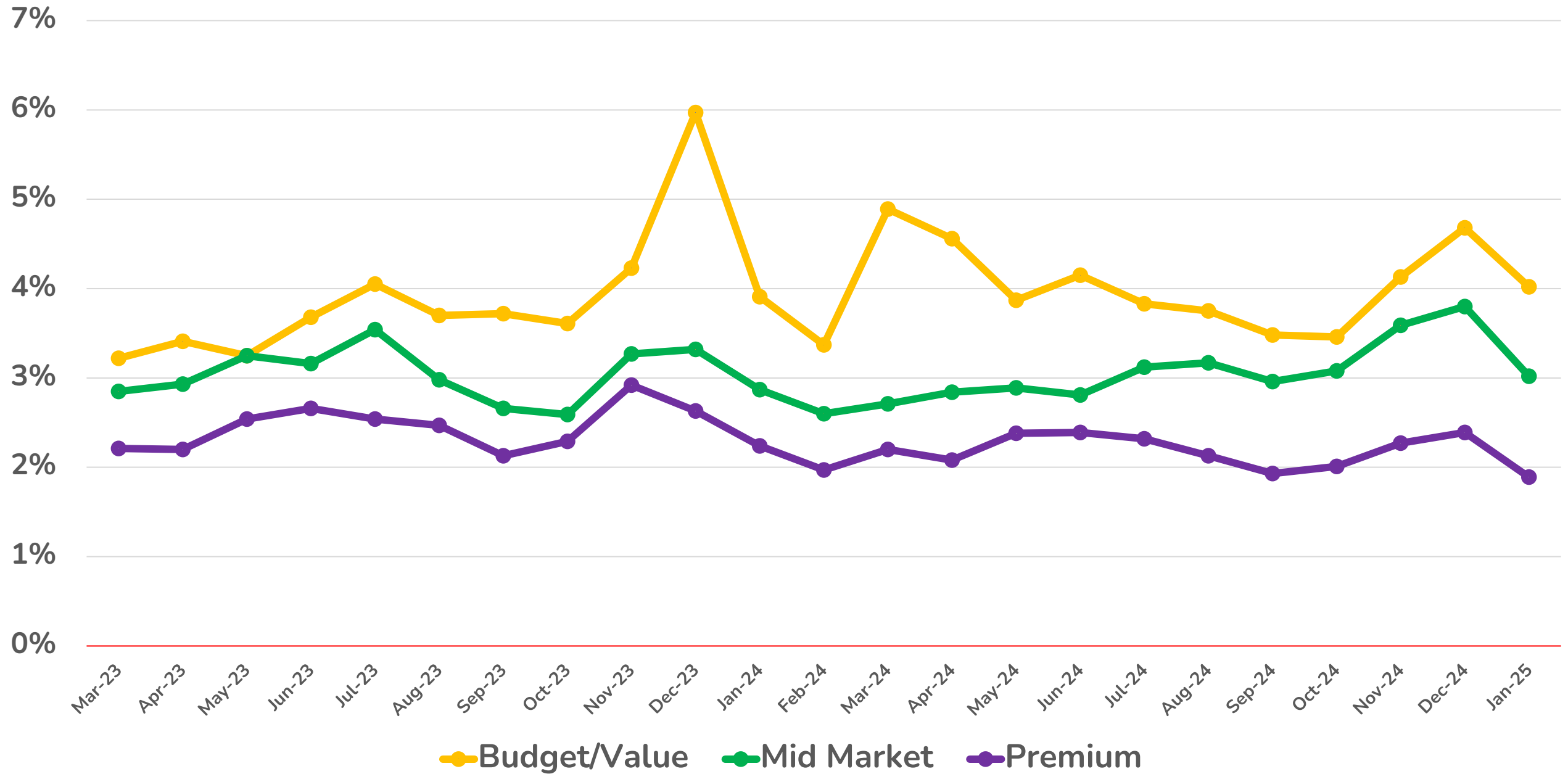
3.46%

2.87%

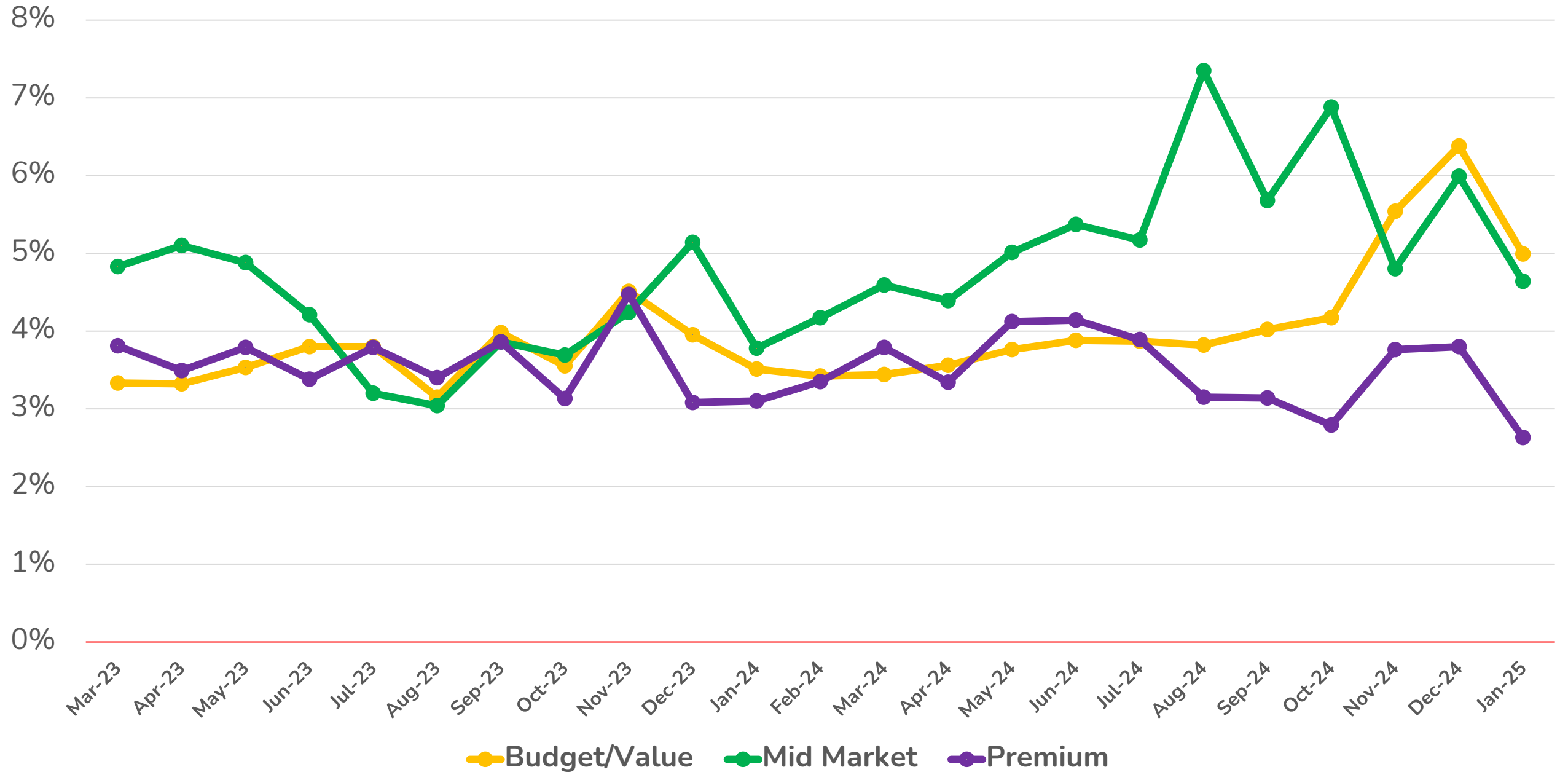
4.30%



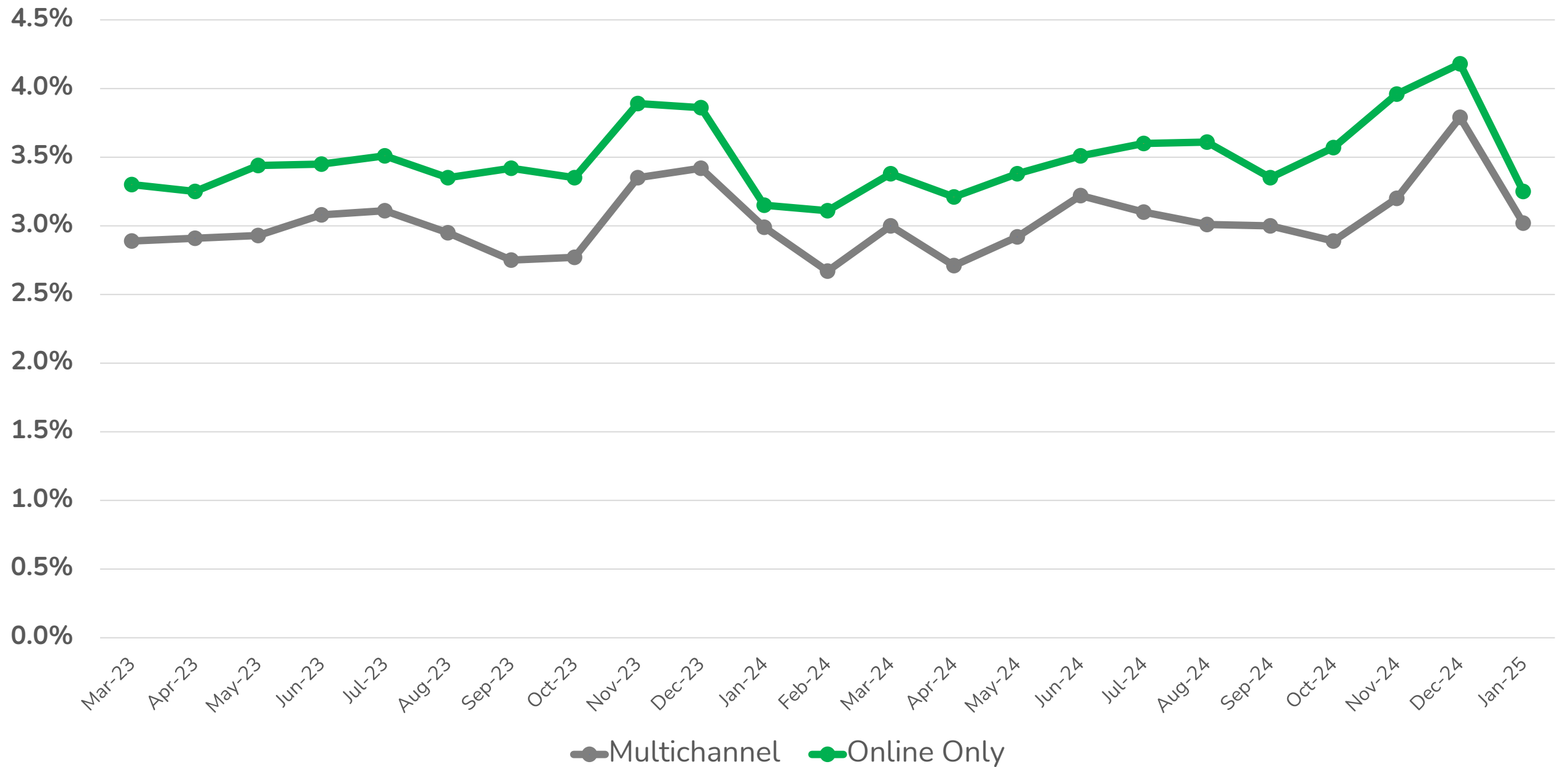
# Clothing - Average Conversion Rate



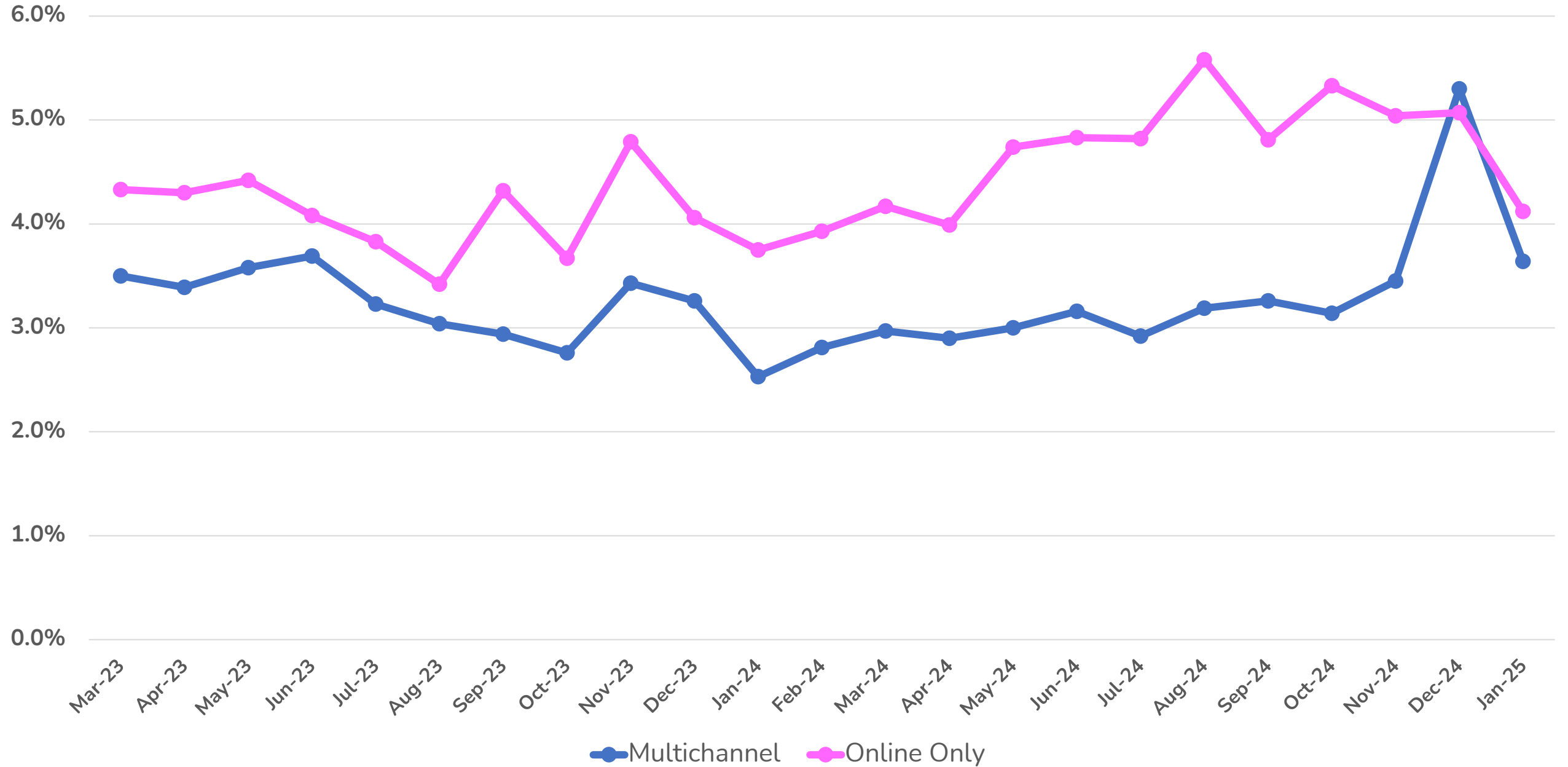
# Beauty - Average Conversion Rate



# Total Market - Average Conversion Rate

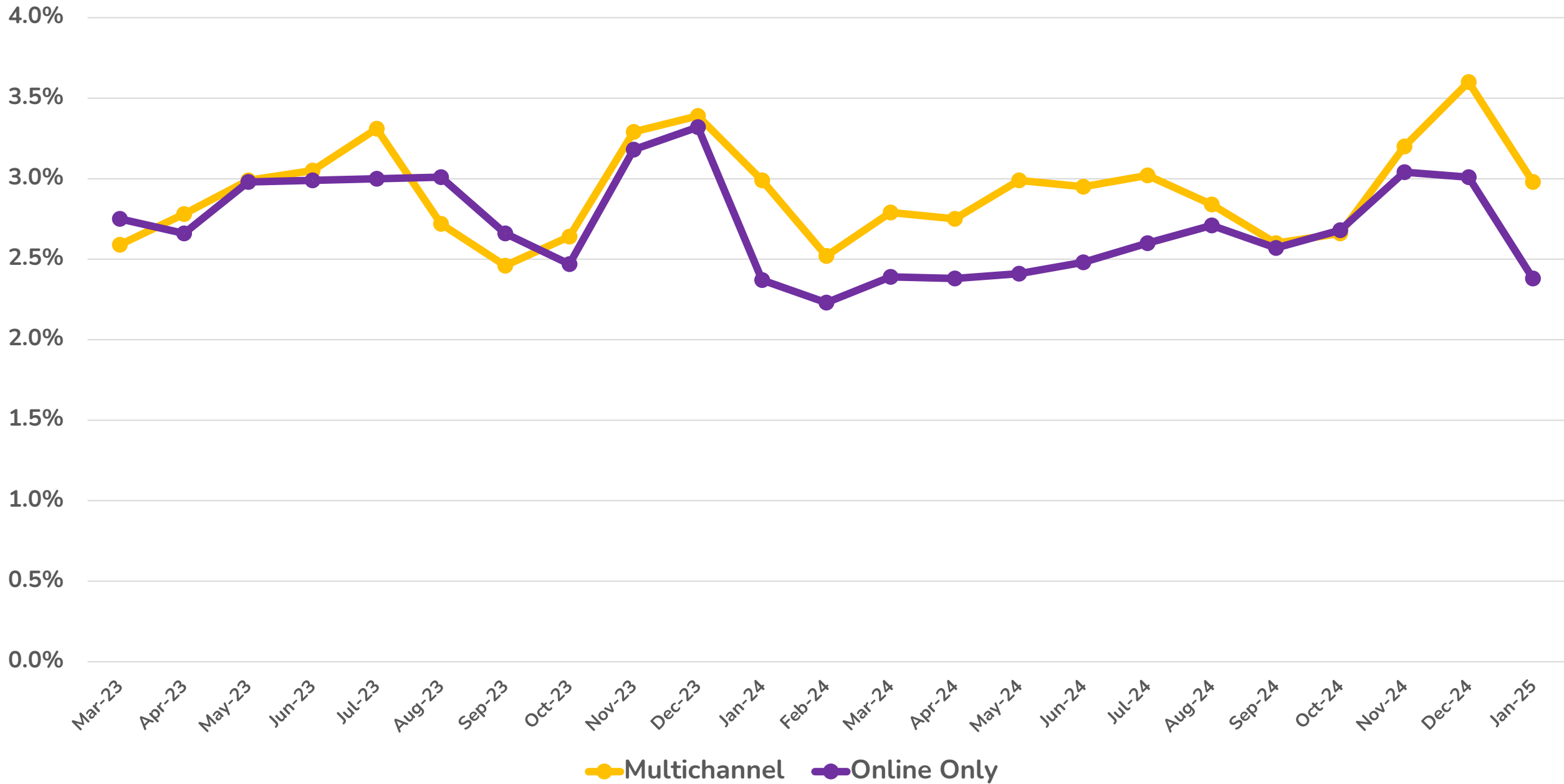


# Health & Beauty- Average Conversion Rate





# Clothing Average Conversion Rate



# Back To Andy

A central graphic consisting of several overlapping green shapes. A large, light green rounded rectangle is the primary focus, containing the text 'Coffee break'. This rectangle is surrounded by darker green shapes, including a large horizontal oval behind it, and several smaller circles scattered around the perimeter.

Coffee break

## Rotation five

1

genie  
goals

*How resilient is  
your 2025  
marketing  
plan?*

2

**CHEQ**

*Maximising the  
quality of site  
traffic*

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a no dashboard  
future*

A central graphic consisting of several overlapping green shapes. A large, light green rounded rectangle is the primary focus, containing the text 'Deep Dive'. This rectangle is surrounded by darker green shapes, including a large horizontal oval behind it, and several smaller circles and ovals scattered around the main rectangle.

# Deep Dive

# The Customer Funnel

# Q3 2024 – Customer Funnel

## Total Market

View a Product Page  
61%

Add to Bag  
12%

Go To Checkout  
51%

Payment  
68%

## Clothing

View a Product Page  
61%

Add to Bag  
12%

Go To Checkout  
50%

Payment  
65%

## Beauty

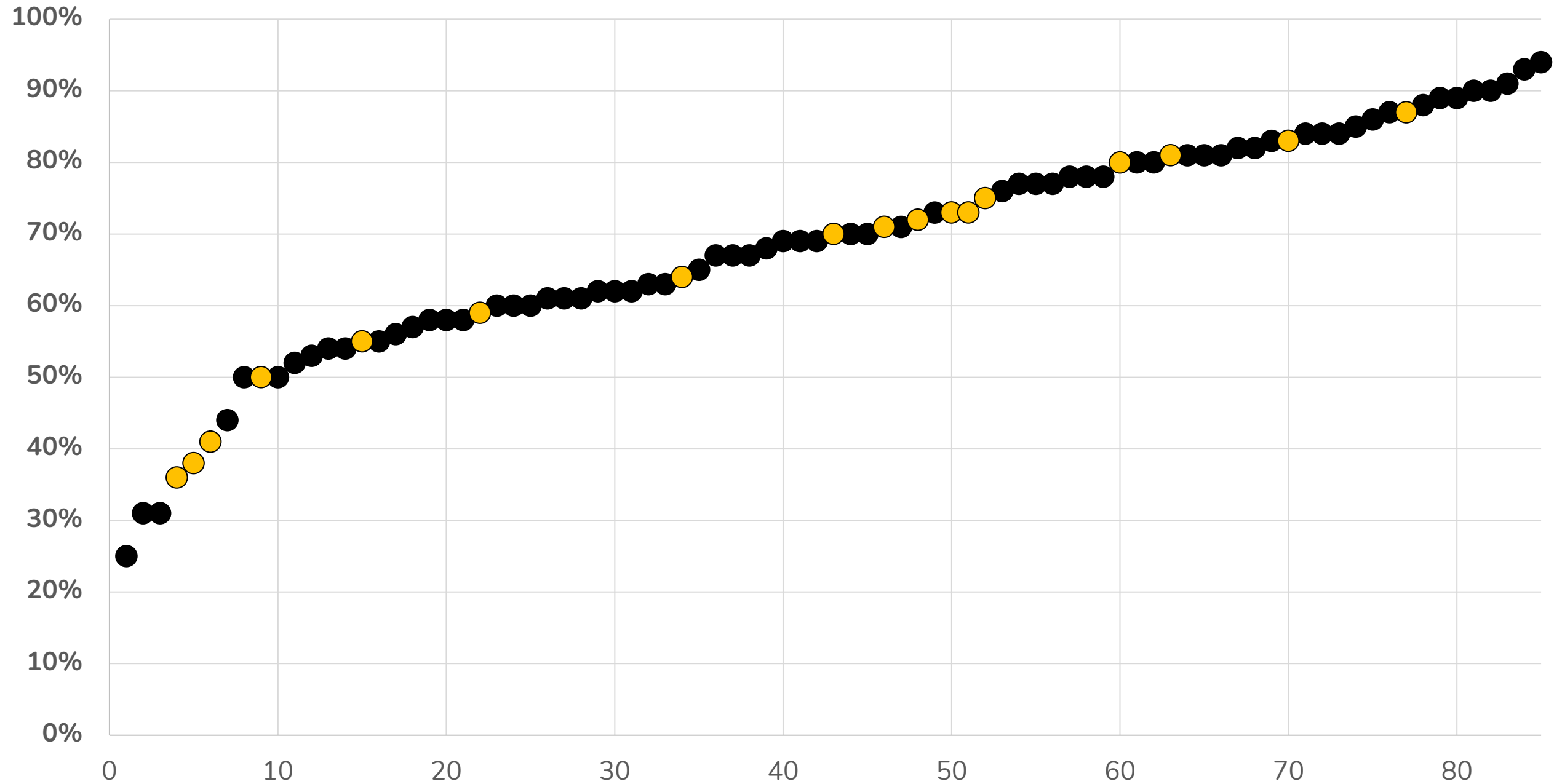
View a Product Page  
56%

Add to Bag  
18%

Go To Checkout  
52%

Payment  
72%

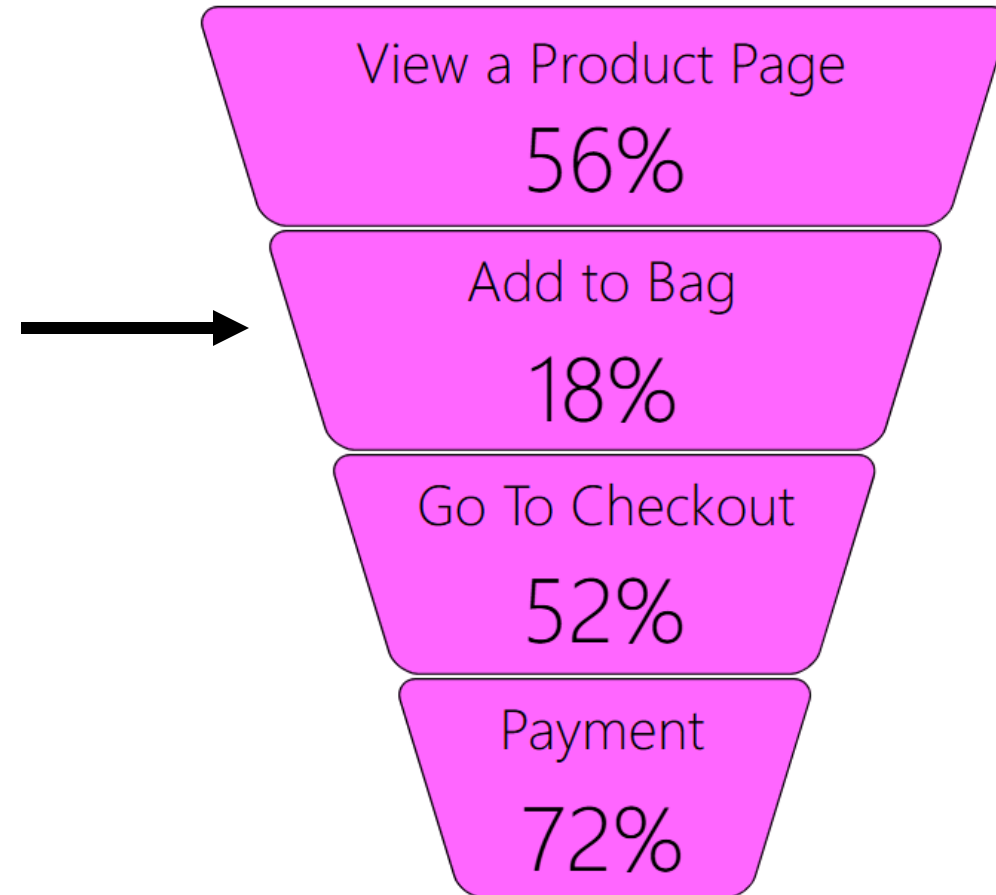
# Q3 2024 – Complete Checkout Rate





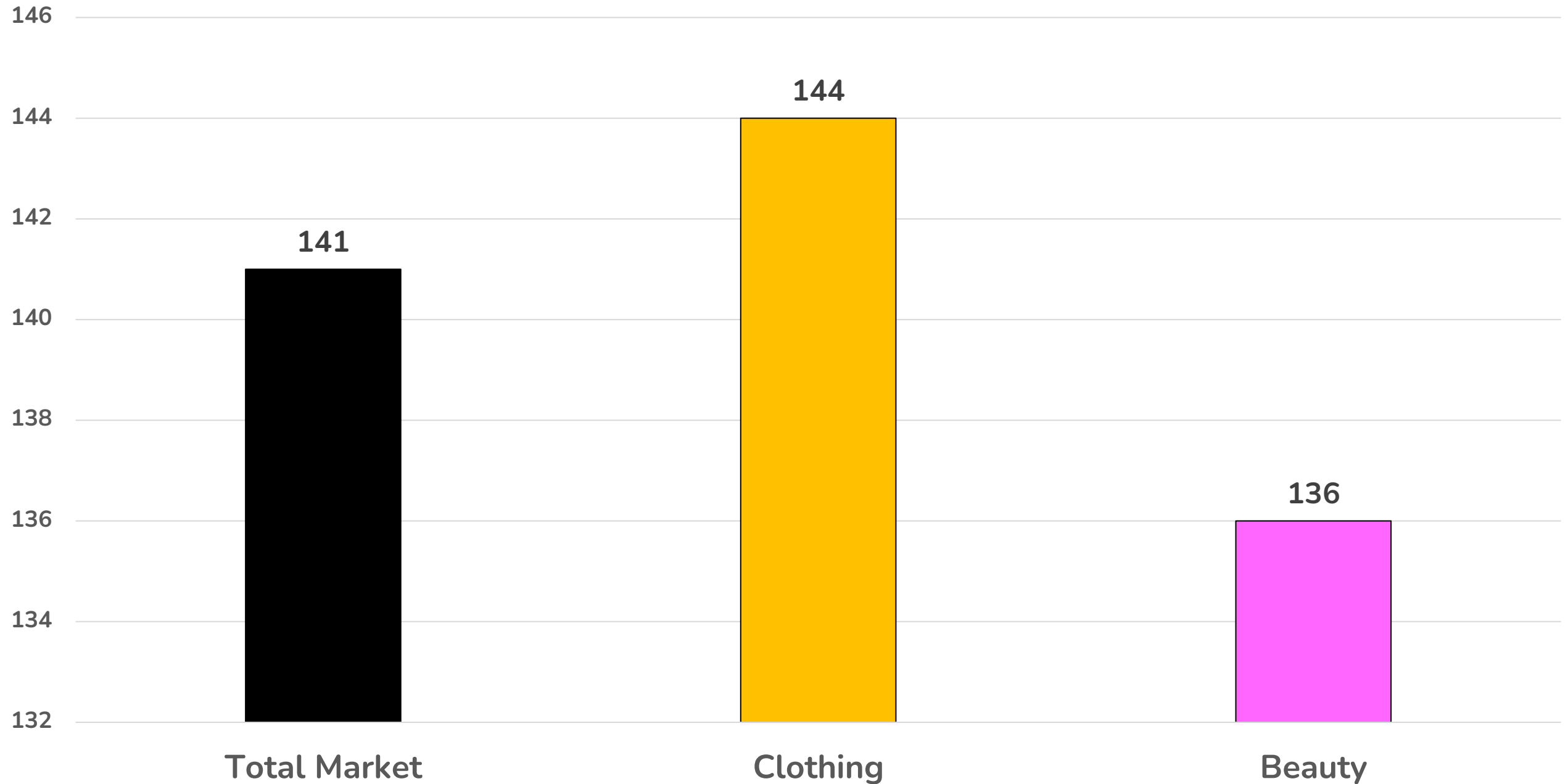
In the week preceeding Valentines Day, the Beauty market average for 'Add to Bag' increases to 26%!

## Beauty

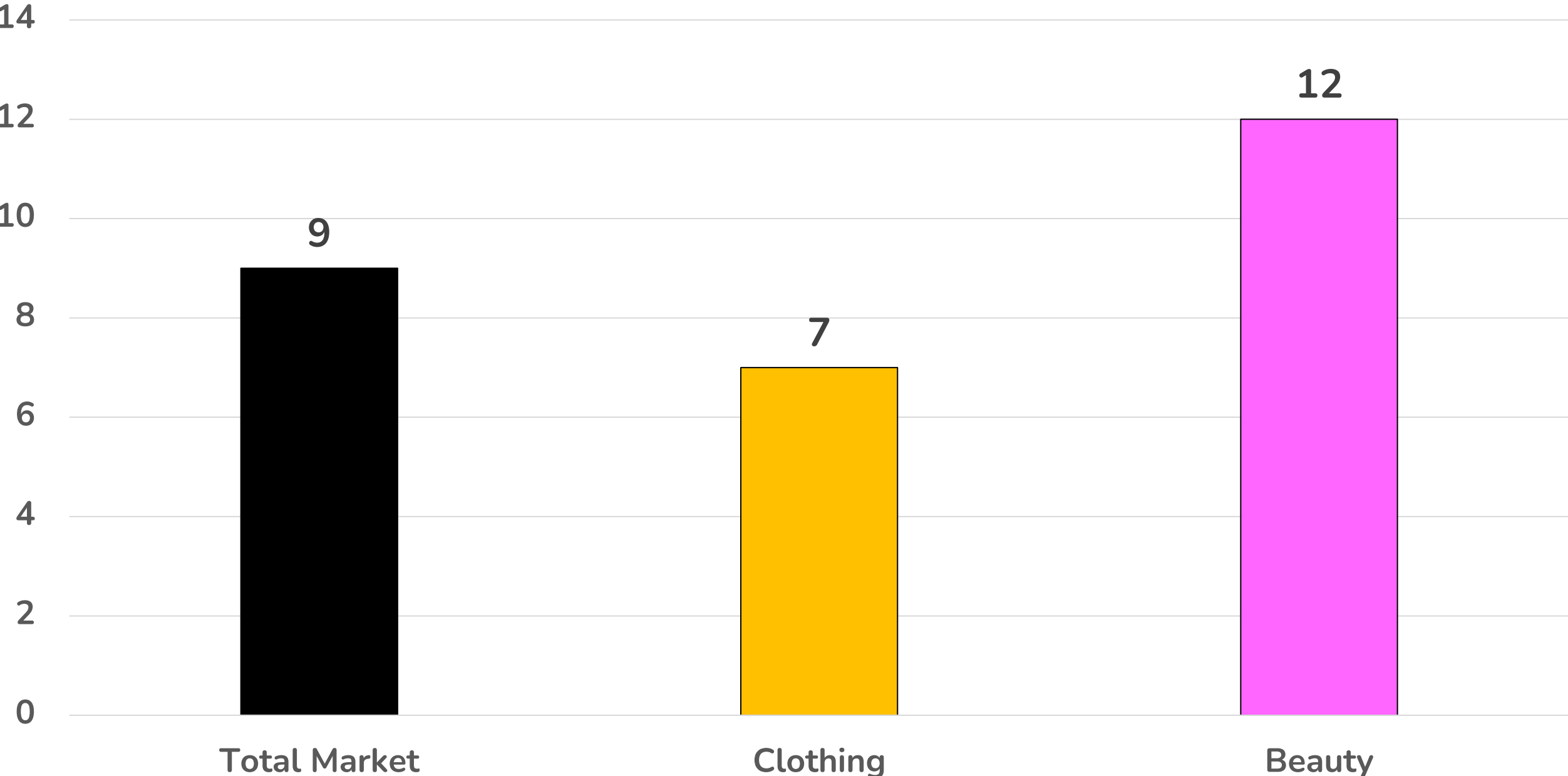


# Site Navigation

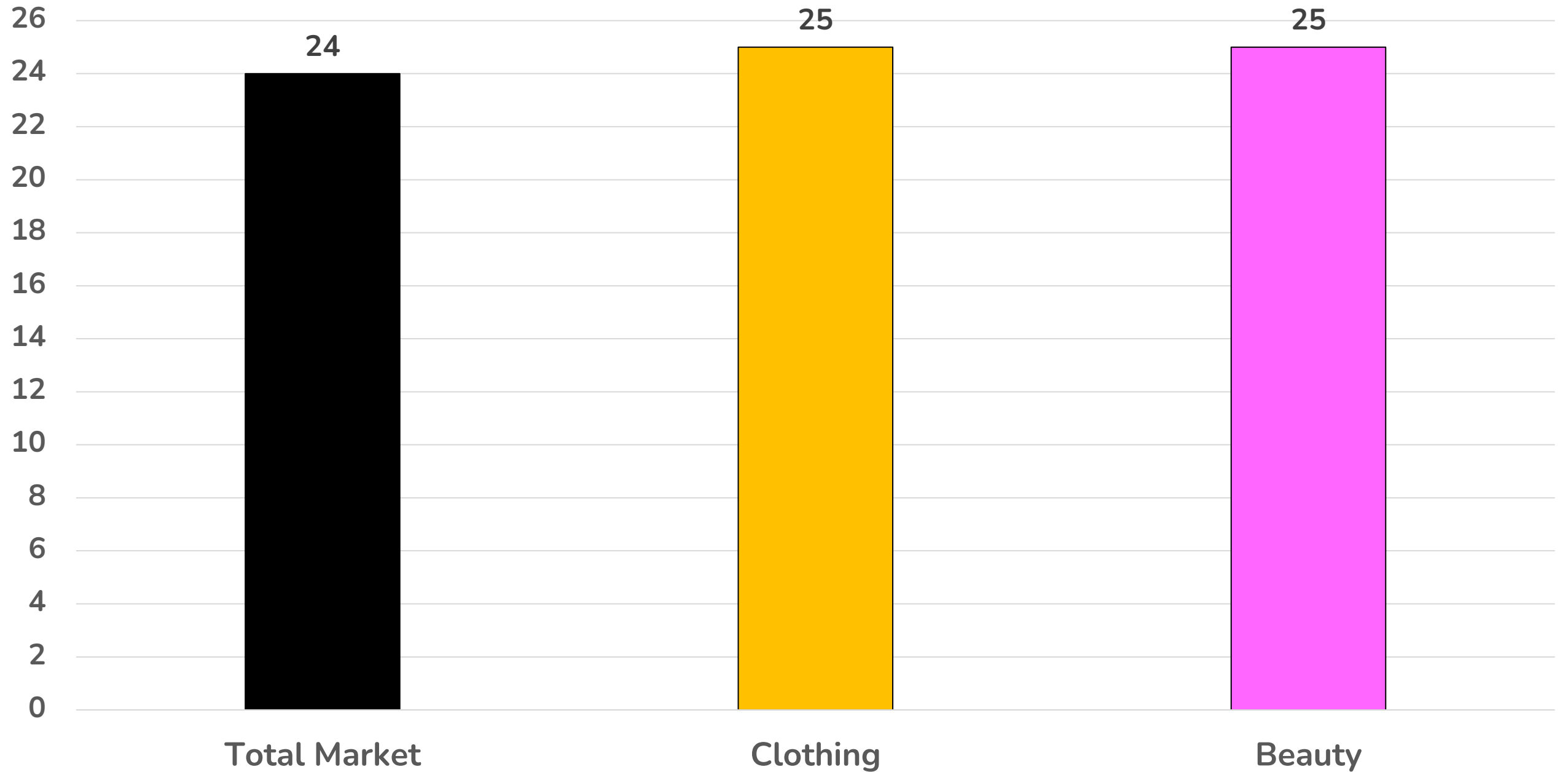
# Q3 2024 - Average Engagement Time (seconds)



# Q3 2024 – Average Site Search Rate (%)



# Q3 2024 – Home Page Bounce Rate (%)



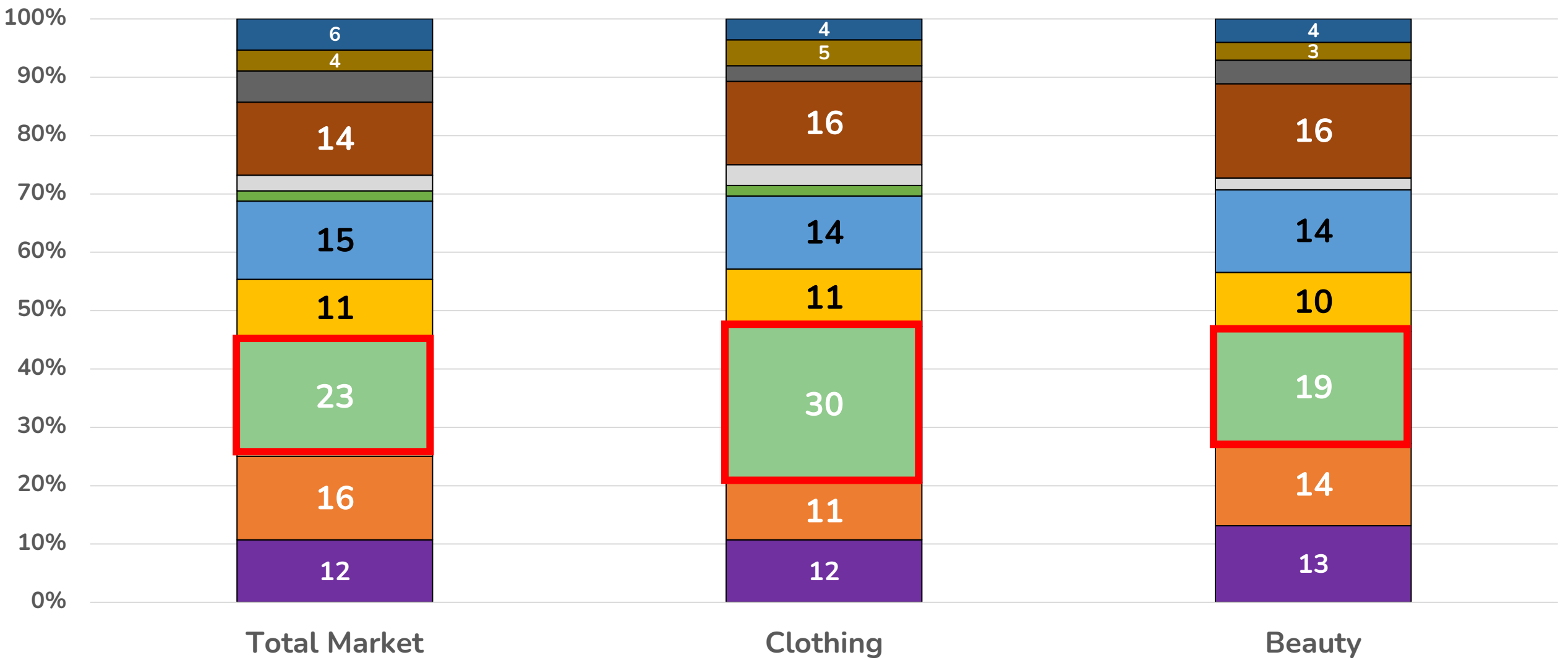
A central graphic consisting of several overlapping, rounded green shapes in various shades of green, creating a modern, abstract background for the text.

# Marketing

# Q3 2024 – Revenue Share – Split by Marketing Method



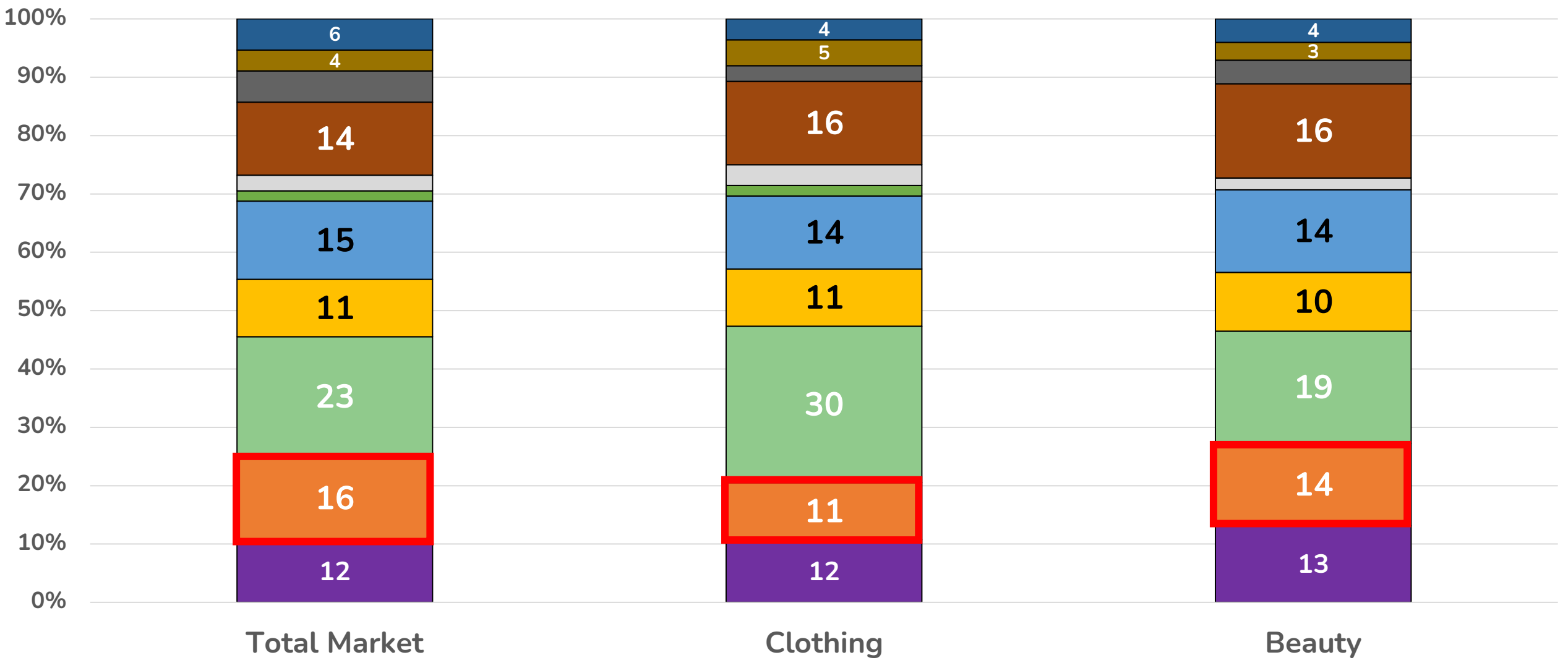
- Affiliates
- Cross-network
- Direct
- Email
- Organic Search
- Organic Shopping
- Organic Social
- Paid Search
- Paid Shopping
- Paid Social
- Referral



# Q3 2024 – Revenue Share – Split by Marketing Method



- Affiliates
- Cross-network
- Direct
- Email
- Organic Search
- Organic Shopping
- Organic Social
- Paid Search
- Paid Shopping
- Paid Social
- Referral





# Special Days

# New Years Day

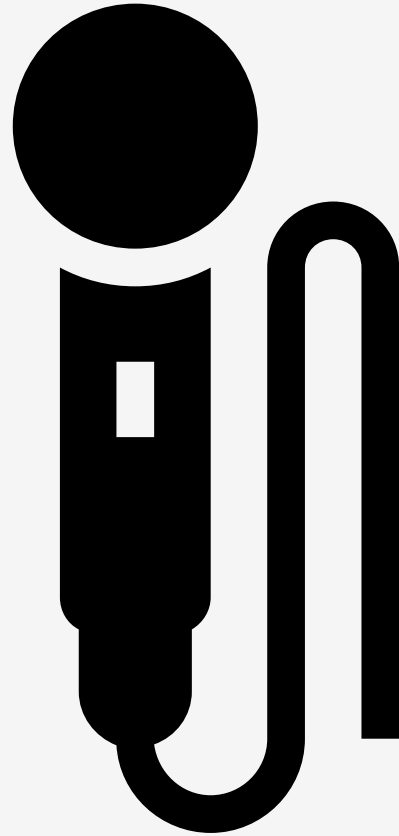


The average session length was 28% lower than an average day from 2024

The average share of revenue from Affiliates was just 4%. Its average from 2024 was 10%

The average checkout conversion rate is 81%, up from an average of 68%

# Back To Andy





The UK  
eCommerce  
Association

# Delivery & Cross-Border Connect Live

The latest insights, challenges, and opportunities in eCommerce delivery and cross-border

**Tuesday, 11th March**

**The Royal Horseguards Hotel, London**



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24 September 2025, ExCeL London

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