

Foxintelligence 100 Composite index | Fashion

Ranking of the best performing
fashion brands online in Europe

November 2022

Foxintelligence 100

Composite Index | Fashion

 France

This ranking is based on the purchases of 1M e-shoppers in Europe over the last 12 months (compared to rolling 12 months 3 months ago).

Medal	Name	Evol	Penetration	Share of wallet	Repeat	Total
🥇	Asos	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★
🥈	H&M	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★
🥉	Kiabi	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★
🥈	Nike	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★
🥈	Shein	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★
🥈	Zara	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★
🥈	Etam	=	4/4 ★	3/4 ★	4/4 ★	11/12 ★
🥈	Lacoste	=	4/4 ★	4/4 ★	3/4 ★	11/12 ★
🥈	Levi's	=	4/4 ★	3/4 ★	4/4 ★	11/12 ★
🥈	Mango	=	4/4 ★	3/4 ★	4/4 ★	11/12 ★
🥈	Sezane	=	3/4 ★	4/4 ★	4/4 ★	11/12 ★
🥈	Tommy Hilfiger	=	4/4 ★	4/4 ★	3/4 ★	11/12 ★
🥈	Uniqlo	=	3/4 ★	4/4 ★	4/4 ★	11/12 ★
🥈	Vertbaudet	▼	4/4 ★	3/4 ★	4/4 ★	11/12 ★
🥈	La Redoute Collections	▲	4/4 ★	3/4 ★	3/4 ★	10/12 ★
🥈	Boohoo	▼	3/4 ★	4/4 ★	3/4 ★	10/12 ★
🥈	Octobre	=	2/4 ★	4/4 ★	4/4 ★	10/12 ★
🥈	Petit Bateau	=	3/4 ★	3/4 ★	4/4 ★	10/12 ★
🥈	Prettylittlething	▼	2/4 ★	4/4 ★	4/4 ★	10/12 ★
🥈	Ralph Lauren	=	4/4 ★	3/4 ★	3/4 ★	10/12 ★
🥈	Adidas	=	4/4 ★	3/4 ★	2/4 ★	9/12 ★
🥈	Atlas For Men	=	1/4 ★	4/4 ★	4/4 ★	9/12 ★
🥈	Calvin Klein	=	4/4 ★	3/4 ★	2/4 ★	9/12 ★
🥈	Celio	=	3/4 ★	4/4 ★	2/4 ★	9/12 ★
🥈	Easy clothes	=	1/4 ★	4/4 ★	4/4 ★	9/12 ★
🥈	IKKS	=	2/4 ★	3/4 ★	4/4 ★	9/12 ★
🥈	Jack & Jones	=	4/4 ★	2/4 ★	3/4 ★	9/12 ★
🥈	Jules	=	3/4 ★	4/4 ★	2/4 ★	9/12 ★
🥈	Maje	=	1/4 ★	4/4 ★	4/4 ★	9/12 ★
🥈	Okaidi	=	3/4 ★	2/4 ★	4/4 ★	9/12 ★
🥈	Sergent Major	=	3/4 ★	2/4 ★	4/4 ★	9/12 ★
🥈	Stradivarius	=	4/4 ★	1/4 ★	4/4 ★	9/12 ★
🥈	Puma	▲	4/4 ★	2/4 ★	2/4 ★	8/12 ★
🥈	The North Face	▲	3/4 ★	3/4 ★	2/4 ★	8/12 ★
🥈	Bershka	=	4/4 ★	1/4 ★	3/4 ★	8/12 ★
🥈	Carhartt	=	3/4 ★	3/4 ★	2/4 ★	8/12 ★
🥈	Collusion	=	3/4 ★	1/4 ★	4/4 ★	8/12 ★
🥈	Only	=	4/4 ★	1/4 ★	3/4 ★	8/12 ★
🥈	Pull&Bear	=	4/4 ★	1/4 ★	3/4 ★	8/12 ★
🥈	Sandro	▼	1/4 ★	4/4 ★	3/4 ★	8/12 ★
🥈	Sessun	=	1/4 ★	4/4 ★	3/4 ★	8/12 ★
🥈	Zalando - Pier one	=	3/4 ★	2/4 ★	3/4 ★	8/12 ★
🥈	Decathlon - Quechua	=	3/4 ★	2/4 ★	2/4 ★	7/12 ★
🥈	Envie de fraise	▲	1/4 ★	4/4 ★	2/4 ★	7/12 ★
🥈	DIM	=	3/4 ★	2/4 ★	2/4 ★	7/12 ★
🥈	Bonobo	=	2/4 ★	3/4 ★	2/4 ★	7/12 ★
🥈	Superdry	▼	2/4 ★	3/4 ★	2/4 ★	7/12 ★
🥈	Pimkie	=	3/4 ★	2/4 ★	2/4 ★	7/12 ★
🥈	G-star Raw	=	1/4 ★	3/4 ★	3/4 ★	7/12 ★
🥈	Vero Moda	=	3/4 ★	1/4 ★	3/4 ★	7/12 ★

Medal	Name	Evol	Penetration	Share of wallet	Repeat	Total
🥈	Adidas Original	=	3/4 ★	2/4 ★	2/4 ★	7/12 ★
🥈	Monki	=	3/4 ★	1/4 ★	3/4 ★	7/12 ★
🥈	Ba&sh	▼	1/4 ★	3/4 ★	3/4 ★	7/12 ★
🥈	New Look	=	3/4 ★	1/4 ★	3/4 ★	7/12 ★
🥈	Camaieu	▼	3/4 ★	1/4 ★	3/4 ★	7/12 ★
🥈	Cyrillus	=	1/4 ★	2/4 ★	4/4 ★	7/12 ★
🥈	Jacadi	=	1/4 ★	2/4 ★	4/4 ★	7/12 ★
🥈	Decathlon - Wed'ze	▼	2/4 ★	3/4 ★	1/4 ★	6/12 ★
🥈	Claudie Pierlot	=	1/4 ★	3/4 ★	2/4 ★	6/12 ★
🥈	Decathlon - Forclaz	=	2/4 ★	3/4 ★	1/4 ★	6/12 ★
🥈	Diesel	▼	1/4 ★	3/4 ★	2/4 ★	6/12 ★
🥈	DPAM	=	1/4 ★	2/4 ★	3/4 ★	6/12 ★
🥈	Hugo Boss	=	2/4 ★	3/4 ★	1/4 ★	6/12 ★
🥈	Jordan	=	3/4 ★	3/4 ★	1/4 ★	6/12 ★
🥈	Le Slip Francais	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥈	Monoprix	▼	2/4 ★	1/4 ★	3/4 ★	6/12 ★
🥈	Monoprix femme	▼	1/4 ★	2/4 ★	3/4 ★	6/12 ★
🥈	Patagonia	▼	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥈	PSG	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥈	Schott	▲	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥈	The kooples	=	1/4 ★	3/4 ★	2/4 ★	6/12 ★
🥈	Topman	=	2/4 ★	2/4 ★	2/4 ★	6/12 ★
🥈	Topshop	▲	2/4 ★	2/4 ★	2/4 ★	6/12 ★
🥈	Vans	=	3/4 ★	2/4 ★	1/4 ★	6/12 ★
🥈	Zalando - Anna field	=	2/4 ★	1/4 ★	3/4 ★	6/12 ★
🥈	Columbia	=	2/4 ★	2/4 ★	1/4 ★	5/12 ★
🥈	Brave Soul	▼	2/4 ★	1/4 ★	2/4 ★	5/12 ★
🥈	Decathlon - Domyos	=	3/4 ★	1/4 ★	1/4 ★	5/12 ★
🥈	Decathlon - Kipsta	=	3/4 ★	1/4 ★	1/4 ★	5/12 ★
🥈	Gemo	▼	2/4 ★	2/4 ★	1/4 ★	5/12 ★
🥈	Hollister	=	3/4 ★	1/4 ★	1/4 ★	5/12 ★
🥈	Naf Naf	=	2/4 ★	1/4 ★	2/4 ★	5/12 ★
🥈	Napapijri	=	1/4 ★	3/4 ★	1/4 ★	5/12 ★
🥈	Ray ban	=	1/4 ★	3/4 ★	1/4 ★	5/12 ★
🥈	Reclaimed Vintage	=	2/4 ★	1/4 ★	2/4 ★	5/12 ★
🥈	River Island	=	2/4 ★	1/4 ★	2/4 ★	5/12 ★
🥈	Weekday	=	2/4 ★	1/4 ★	2/4 ★	5/12 ★
🥈	Champion	=	2/4 ★	1/4 ★	1/4 ★	4/12 ★
🥈	Dickies	▼	1/4 ★	2/4 ★	1/4 ★	4/12 ★
🥈	Esprit	▼	1/4 ★	1/4 ★	2/4 ★	4/12 ★
🥈	Guess	=	1/4 ★	2/4 ★	1/4 ★	4/12 ★
🥈	Indicode	=	1/4 ★	2/4 ★	1/4 ★	4/12 ★
🥈	New Balance	=	1/4 ★	2/4 ★	1/4 ★	4/12 ★
🥈	Next	=	2/4 ★	1/4 ★	1/4 ★	4/12 ★
🥈	Selected	=	1/4 ★	2/4 ★	1/4 ★	4/12 ★
🥈	Timberland	=	1/4 ★	2/4 ★	1/4 ★	4/12 ★
🥈	Trendyol	=	2/4 ★	1/4 ★	1/4 ★	4/12 ★
🥈	Under Armour	=	1/4 ★	2/4 ★	1/4 ★	4/12 ★
🥈	Pepe Jeans	▼	1/4 ★	1/4 ★	1/4 ★	3/12 ★
🥈	Vila	▼	1/4 ★	1/4 ★	1/4 ★	3/12 ★

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Germany

This ranking is based on the purchases of 1M e-shoppers in Europe over the last 12 months (compared to rolling 12 months 3 months ago)

Medal	Name	Evol	Penetration	Share of wallet	Repeat	Total
🥇	Asos	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★
🥇	BPC bonprix collection	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★
🥇	H&M	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★
🥇	Jack & Jones	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★
🥇	Nike	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★
🥇	Shein	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★
🥇	Tommy Hilfiger	=	4/4 ★	3/4 ★	4/4 ★	11/12 ★
🥇	Zara	=	4/4 ★	4/4 ★	3/4 ★	11/12 ★
🥇	Adidas	=	4/4 ★	4/4 ★	3/4 ★	11/12 ★
🥇	Bodyflirt	=	3/4 ★	4/4 ★	4/4 ★	11/12 ★
🥇	C&A	=	4/4 ★	4/4 ★	3/4 ★	11/12 ★
🥇	Only	=	4/4 ★	3/4 ★	4/4 ★	11/12 ★
🥇	Tchibo	=	3/4 ★	4/4 ★	4/4 ★	11/12 ★
🥇	The North Face	▼	4/4 ★	4/4 ★	2/4 ★	10/12 ★
🥇	Bershka	=	4/4 ★	2/4 ★	4/4 ★	10/12 ★
🥇	BPC Collection	=	3/4 ★	3/4 ★	4/4 ★	10/12 ★
🥇	Calvin Klein	=	4/4 ★	3/4 ★	3/4 ★	10/12 ★
🥇	John Baner Jeanswear	=	3/4 ★	3/4 ★	4/4 ★	10/12 ★
🥇	Levi's	▼	4/4 ★	3/4 ★	3/4 ★	10/12 ★
🥇	Pull&Bear	=	4/4 ★	2/4 ★	4/4 ★	10/12 ★
🥇	Rainbow	=	3/4 ★	3/4 ★	4/4 ★	10/12 ★
🥇	Stradivarius	=	4/4 ★	2/4 ★	4/4 ★	10/12 ★
🥈	Hugo Boss	=	3/4 ★	4/4 ★	2/4 ★	9/12 ★
🥈	Adidas Originals	=	4/4 ★	2/4 ★	3/4 ★	9/12 ★
🥈	Boohoo	=	1/4 ★	4/4 ★	4/4 ★	9/12 ★
🥈	Boohoo Man	=	3/4 ★	4/4 ★	2/4 ★	9/12 ★
🥈	Esprit	=	3/4 ★	3/4 ★	3/4 ★	9/12 ★
🥈	Lascana	=	3/4 ★	3/4 ★	3/4 ★	9/12 ★
🥈	Ralph Lauren	▲	3/4 ★	4/4 ★	2/4 ★	9/12 ★
🥈	Vero Moda	=	4/4 ★	1/4 ★	4/4 ★	9/12 ★
🥈	Zalando - Pier One	=	4/4 ★	2/4 ★	3/4 ★	9/12 ★
🥈	Collusion	=	3/4 ★	1/4 ★	4/4 ★	8/12 ★
🥈	G-star Raw	=	2/4 ★	3/4 ★	3/4 ★	8/12 ★
🥈	Indicode	=	3/4 ★	3/4 ★	2/4 ★	8/12 ★
🥈	Karl Kani	▲	3/4 ★	3/4 ★	2/4 ★	8/12 ★
🥈	New Look	=	3/4 ★	1/4 ★	4/4 ★	8/12 ★
🥈	Only & Son	=	3/4 ★	2/4 ★	3/4 ★	8/12 ★
🥈	Puma	=	4/4 ★	2/4 ★	2/4 ★	8/12 ★
🥈	Tom Tailor	=	4/4 ★	2/4 ★	2/4 ★	8/12 ★
🥈	Topshop	▼	2/4 ★	2/4 ★	4/4 ★	8/12 ★
🥈	Zalando - Even & odd	=	3/4 ★	1/4 ★	4/4 ★	8/12 ★
🥈	Lacoste	▲	2/4 ★	4/4 ★	1/4 ★	7/12 ★
🥈	Carhartt	=	2/4 ★	3/4 ★	2/4 ★	7/12 ★
🥈	Esmara	=	2/4 ★	2/4 ★	3/4 ★	7/12 ★
🥈	Mango	=	3/4 ★	1/4 ★	3/4 ★	7/12 ★
🥈	Markenlos	▲	2/4 ★	3/4 ★	2/4 ★	7/12 ★
🥈	Missguided	=	2/4 ★	1/4 ★	2/4 ★	7/12 ★
🥈	Next	=	3/4 ★	1/4 ★	3/4 ★	7/12 ★
🥈	Pieces	=	3/4 ★	1/4 ★	3/4 ★	7/12 ★
🥈	S oliver	▲	4/4 ★	1/4 ★	2/4 ★	7/12 ★

Medal	Name	Evol	Penetration	Share of wallet	Repeat	Total
🥈	Topman	=	2/4 ★	2/4 ★	3/4 ★	7/12 ★
🥈	Zalando - Anna Field	=	3/4 ★	1/4 ★	3/4 ★	7/12 ★
🥉	Prestije	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥉	About You	=	2/4 ★	1/4 ★	3/4 ★	6/12 ★
🥉	Alpha Industries	▲	2/4 ★	3/4 ★	1/4 ★	6/12 ★
🥉	Brandit	▼	2/4 ★	3/4 ★	1/4 ★	6/12 ★
🥉	Brave Soul	=	3/4 ★	1/4 ★	2/4 ★	6/12 ★
🥉	Ellesse	=	3/4 ★	2/4 ★	1/4 ★	6/12 ★
🥉	Fruit of the loom	=	3/4 ★	2/4 ★	1/4 ★	6/12 ★
🥉	Gant	▼	1/4 ★	3/4 ★	2/4 ★	6/12 ★
🥉	Isaac Dewhirst	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥉	Jordan	▲	2/4 ★	3/4 ★	1/4 ★	6/12 ★
🥉	Khujo	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥉	Massimo Dutti	=	1/4 ★	2/4 ★	3/4 ★	6/12 ★
🥉	Monki	=	2/4 ★	1/4 ★	3/4 ★	6/12 ★
🥉	Navahoo	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥉	Ragwear	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥉	Ray Ban	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥉	Reclaimed Vintage	=	2/4 ★	1/4 ★	3/4 ★	6/12 ★
🥉	Siksilk	▲	1/4 ★	3/4 ★	2/4 ★	6/12 ★
🥉	Urban Classics	▲	4/4 ★	1/4 ★	1/4 ★	6/12 ★
🥉	Vila	=	2/4 ★	1/4 ★	3/4 ★	6/12 ★
🥉	Wellensteyn	=	2/4 ★	2/4 ★	2/4 ★	6/12 ★
🥉	Lindbergh	=	1/4 ★	3/4 ★	1/4 ★	5/12 ★
🥉	Champion	▲	3/4 ★	1/4 ★	1/4 ★	5/12 ★
🥉	Diesel	=	1/4 ★	3/4 ★	1/4 ★	5/12 ★
🥉	Emporio Armani	=	1/4 ★	3/4 ★	1/4 ★	5/12 ★
🥉	Hollister	=	2/4 ★	1/4 ★	2/4 ★	5/12 ★
🥉	Jack Wolfskin	=	1/4 ★	3/4 ★	1/4 ★	5/12 ★
🥉	Jdy	=	2/4 ★	1/4 ★	2/4 ★	5/12 ★
🥉	Leger by Lena Gercke	=	1/4 ★	2/4 ★	2/4 ★	5/12 ★
🥉	Noisy May	▲	2/4 ★	1/4 ★	2/4 ★	5/12 ★
🥉	Pegador	▲	1/4 ★	3/4 ★	1/4 ★	5/12 ★
🥉	River Island	▲	2/4 ★	1/4 ★	2/4 ★	5/12 ★
🥉	Selected	▲	2/4 ★	2/4 ★	1/4 ★	5/12 ★
🥉	Snocks	=	2/4 ★	2/4 ★	1/4 ★	5/12 ★
🥉	Superdry	▲	1/4 ★	3/4 ★	1/4 ★	5/12 ★
🥉	Under Armour	▲	2/4 ★	2/4 ★	1/4 ★	5/12 ★
🥉	Weekday	=	2/4 ★	1/4 ★	2/4 ★	5/12 ★
🥉	wrstbhvr	=	1/4 ★	1/4 ★	2/4 ★	5/12 ★
🦊	Columbia	=	1/4 ★	2/4 ★	1/4 ★	4/12 ★
🦊	Defacto	=	2/4 ★	1/4 ★	2/4 ★	4/12 ★
🦊	Dickies	=	1/4 ★	2/4 ★	1/4 ★	4/12 ★
🦊	Guess	=	1/4 ★	2/4 ★	1/4 ★	4/12 ★
🦊	Marc o'polo	=	1/4 ★	2/4 ★	1/4 ★	4/12 ★
🦊	New Era	=	1/4 ★	2/4 ★	1/4 ★	4/12 ★
🦊	Threadbare	=	2/4 ★	1/4 ★	1/4 ★	4/12 ★
🦊	Trendyol	=	2/4 ★	1/4 ★	1/4 ★	4/12 ★
🦊	Vans	=	2/4 ★	1/4 ★	1/4 ★	4/12 ★
🦊	Hunkemoller	=	1/4 ★	1/4 ★	1/4 ★	3/12 ★

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UK

This ranking is based on the purchases of 1M e-shoppers in Europe over the last 12 months (compared to rolling 12 months 3 months ago)

Medal	Name	Evol	Penetration	Share of wallet	Repeat	Total
🥇	Asos	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★
🥈	Boohoo	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★
🥉	Boohoo man	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★
🥈	H&M	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★
🥈	Marks & Spencer	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★
🥈	Nike	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★
🥈	Prettylittlething	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★
🥈	Shein	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★
🥈	Zara	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★
🥈	Adidas	=	4/4 ★	3/4 ★	4/4 ★	11/12 ★
🥈	Adidas Originals	=	4/4 ★	3/4 ★	4/4 ★	11/12 ★
🥈	Missguided	=	4/4 ★	3/4 ★	4/4 ★	11/12 ★
🥈	The North Face	=	4/4 ★	4/4 ★	3/4 ★	11/12 ★
🥈	Topshop	=	4/4 ★	3/4 ★	4/4 ★	11/12 ★
🥈	Lipsy	▲	3/4 ★	3/4 ★	4/4 ★	10/12 ★
🥈	Mc Kenzie	=	3/4 ★	4/4 ★	3/4 ★	10/12 ★
🥈	Nasty Gal	=	3/4 ★	3/4 ★	4/4 ★	10/12 ★
🥈	V by very	=	3/4 ★	3/4 ★	4/4 ★	10/12 ★
🥈	Collusion	=	4/4 ★	1/4 ★	4/4 ★	9/12 ★
🥈	Jack & Jones	=	4/4 ★	2/4 ★	3/4 ★	9/12 ★
🥈	John Lewis	=	3/4 ★	2/4 ★	4/4 ★	9/12 ★
🥈	Levi's	▼	4/4 ★	3/4 ★	2/4 ★	9/12 ★
🥈	New look	=	4/4 ★	1/4 ★	4/4 ★	9/12 ★
🥈	Premier Delivery uk	=	4/4 ★	1/4 ★	4/4 ★	9/12 ★
🥈	River Island	=	4/4 ★	2/4 ★	3/4 ★	9/12 ★
🥈	Stradivarius	=	4/4 ★	1/4 ★	4/4 ★	9/12 ★
🥈	Tommy Hilfiger	=	3/4 ★	3/4 ★	3/4 ★	9/12 ★
🥈	Asos - 4505	=	3/4 ★	1/4 ★	4/4 ★	8/12 ★
🥈	Bershka	▼	4/4 ★	1/4 ★	3/4 ★	8/12 ★
🥈	Carhartt	=	2/4 ★	4/4 ★	2/4 ★	8/12 ★
🥈	Hugo Boss	=	3/4 ★	3/4 ★	2/4 ★	8/12 ★
🥈	Hush	=	1/4 ★	3/4 ★	4/4 ★	8/12 ★
🥈	Monki	=	3/4 ★	1/4 ★	4/4 ★	8/12 ★
🥈	Oasis	▲	1/4 ★	4/4 ★	3/4 ★	8/12 ★
🥈	Puma	=	4/4 ★	2/4 ★	2/4 ★	8/12 ★
🥈	Ralph Lauren	▼	3/4 ★	3/4 ★	2/4 ★	8/12 ★
🥈	Topman	=	3/4 ★	2/4 ★	3/4 ★	8/12 ★
🥈	Under Armour	=	4/4 ★	2/4 ★	2/4 ★	8/12 ★
🥈	Generic / no brand	▲	4/4 ★	2/4 ★	1/4 ★	7/12 ★
🥈	Emporio armani	▲	2/4 ★	4/4 ★	1/4 ★	7/12 ★
🥈	Stone Island	=	1/4 ★	4/4 ★	2/4 ★	7/12 ★
🥈	Superdry	=	2/4 ★	3/4 ★	2/4 ★	7/12 ★
🥈	French Connection	▼	3/4 ★	2/4 ★	2/4 ★	7/12 ★
🥈	Calvin Klein	=	3/4 ★	2/4 ★	2/4 ★	7/12 ★
🥈	Karen millen	=	1/4 ★	4/4 ★	2/4 ★	7/12 ★
🥈	Myprotein	=	3/4 ★	2/4 ★	2/4 ★	7/12 ★
🥈	Miss Selfridge	=	3/4 ★	1/4 ★	3/4 ★	7/12 ★
🥈	Joules	▲	2/4 ★	2/4 ★	3/4 ★	7/12 ★
🥈	Reclaimed Vintage	=	3/4 ★	1/4 ★	3/4 ★	7/12 ★
🥈	Warehouse	=	1/4 ★	3/4 ★	3/4 ★	7/12 ★
🥈	Brave Soul	=	3/4 ★	1/4 ★	3/4 ★	7/12 ★
🥈	Yours	▼	2/4 ★	2/4 ★	3/4 ★	7/12 ★
🥈	Misspap	=	1/4 ★	3/4 ★	3/4 ★	7/12 ★
🥈	Asyou	=	3/4 ★	1/4 ★	3/4 ★	7/12 ★
🥈	Autograph	=	2/4 ★	2/4 ★	3/4 ★	7/12 ★
🥈	Pull&Bear	▼	3/4 ★	1/4 ★	3/4 ★	7/12 ★
🥈	Very Man	=	1/4 ★	3/4 ★	3/4 ★	7/12 ★
🥈	Allsaints	=	1/4 ★	3/4 ★	2/4 ★	6/12 ★
🥈	Barbour	=	2/4 ★	3/4 ★	1/4 ★	6/12 ★
🥈	Berghaus	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥈	Burberry	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥈	Coast	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥈	Columbia	▲	2/4 ★	2/4 ★	2/4 ★	6/12 ★
🥈	Dickies	=	2/4 ★	2/4 ★	2/4 ★	6/12 ★
🥈	Fear of god essentials	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥈	Fila	=	2/4 ★	2/4 ★	2/4 ★	6/12 ★
🥈	Fred Perry	=	1/4 ★	3/4 ★	2/4 ★	6/12 ★
🥈	Goodmove	=	2/4 ★	1/4 ★	3/4 ★	6/12 ★
🥈	Gucci	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥈	Hoodrich	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥈	Jordan	▼	2/4 ★	3/4 ★	1/4 ★	6/12 ★
🥈	Lacoste	=	2/4 ★	3/4 ★	1/4 ★	6/12 ★
🥈	Moncler	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥈	Mountain Warehouse	=	2/4 ★	3/4 ★	1/4 ★	6/12 ★
🥈	Only	=	3/4 ★	1/4 ★	2/4 ★	6/12 ★
🥈	Palm Angels	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥈	Ray Ban	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥈	Regatta	=	3/4 ★	2/4 ★	1/4 ★	6/12 ★
🥈	Reiss	=	1/4 ★	3/4 ★	2/4 ★	6/12 ★
🥈	Selected	▲	2/4 ★	2/4 ★	2/4 ★	6/12 ★
🥈	Threadbare	▲	3/4 ★	1/4 ★	2/4 ★	6/12 ★
🥈	Tu	=	2/4 ★	2/4 ★	2/4 ★	6/12 ★
🥈	Vans	▼	3/4 ★	1/4 ★	2/4 ★	6/12 ★
🥈	Vero Moda	=	2/4 ★	1/4 ★	3/4 ★	6/12 ★
🥈	Weekday	▼	2/4 ★	1/4 ★	3/4 ★	6/12 ★
🥈	Whistles	▲	1/4 ★	3/4 ★	1/4 ★	6/12 ★
🥈	& Other stories	=	1/4 ★	1/4 ★	3/4 ★	5/12 ★
🥈	Champion	=	2/4 ★	2/4 ★	1/4 ★	5/12 ★
🥈	Ellesse	=	2/4 ★	2/4 ★	1/4 ★	5/12 ★
🥈	Fruit of the loom	=	3/4 ★	1/4 ★	1/4 ★	5/12 ★
🥈	Mango	=	2/4 ★	1/4 ★	1/4 ★	5/12 ★
🥈	Monsoon	▲	2/4 ★	2/4 ★	1/4 ★	5/12 ★
🥈	Reebok	▲	3/4 ★	1/4 ★	1/4 ★	5/12 ★
🥈	Ted Baker	▲	1/4 ★	3/4 ★	1/4 ★	5/12 ★
🥈	Ax paris	=	1/4 ★	2/4 ★	1/4 ★	4/12 ★
🥈	Bolongaro Trevor	=	1/4 ★	2/4 ★	1/4 ★	4/12 ★
🥈	Hollister	=	2/4 ★	1/4 ★	1/4 ★	4/12 ★
🥈	Napapijri	=	1/4 ★	2/4 ★	1/4 ★	4/12 ★
🥈	New Balance	=	2/4 ★	1/4 ★	1/4 ★	4/12 ★
🥈	Pieces	=	2/4 ★	1/4 ★	1/4 ★	4/12 ★

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Composite Index | Fashion



This ranking is based on the purchases of 1M e-shoppers in Europe over the last 12 months (compared to rolling 12 months 3 months ago)

Medal	Name	Evol	Penetration	Share of wallet	Repeat	Total	Medal	Name	Evol	Penetration	Share of wallet	Repeat	Total
🥇	Adidas originals	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★	🥇	Massimo Dutti	▼	1/4 ★	3/4 ★	3/4 ★	7/12 ★
🥇	Asos - asos	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★	🥇	Monki	=	3/4 ★	1/4 ★	3/4 ★	7/12 ★
🥇	Nike	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★	🥇	Napapijri	▼	3/4 ★	3/4 ★	1/4 ★	7/12 ★
🥇	Ralph Lauren	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★	🥇	Navigare	▲	2/4 ★	3/4 ★	2/4 ★	7/12 ★
🥇	Zara	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★	🥇	New look	▼	2/4 ★	1/4 ★	4/4 ★	7/12 ★
🥇	Adidas	=	4/4 ★	3/4 ★	4/4 ★	11/12 ★	🥇	Next	▲	3/4 ★	1/4 ★	3/4 ★	7/12 ★
🥇	Bershka	=	4/4 ★	3/4 ★	4/4 ★	11/12 ★	🥇	Only & son	▼	3/4 ★	1/4 ★	3/4 ★	7/12 ★
🥇	Calvin Klein	=	4/4 ★	3/4 ★	4/4 ★	11/12 ★	🥇	Under armour	▼	3/4 ★	2/4 ★	2/4 ★	7/12 ★
🥇	Jordan	=	4/4 ★	4/4 ★	3/4 ★	11/12 ★	🥇	Urban classics	▲	4/4 ★	1/4 ★	2/4 ★	7/12 ★
🥇	Levi's	=	4/4 ★	3/4 ★	4/4 ★	11/12 ★	🥇	Versace	=	1/4 ★	4/4 ★	2/4 ★	7/12 ★
🥇	Pull&Bear	=	4/4 ★	3/4 ★	4/4 ★	11/12 ★	🥇	Versace jeans couture	=	1/4 ★	4/4 ★	2/4 ★	7/12 ★
🥇	Tommy Hilfiger	▼	4/4 ★	3/4 ★	4/4 ★	11/12 ★	🥇	Alpha Industries	=	1/4 ★	3/4 ★	2/4 ★	6/12 ★
🥇	Emporio Armani	▲	3/4 ★	4/4 ★	3/4 ★	10/12 ★	🥇	Blauer	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥇	Jack & Jones	=	4/4 ★	2/4 ★	4/4 ★	10/12 ★	🥇	Colmar	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥇	Mango	=	4/4 ★	2/4 ★	4/4 ★	10/12 ★	🥇	Colmar Originals	▼	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥇	Stradivarius	=	4/4 ★	2/4 ★	4/4 ★	10/12 ★	🥇	Decathlon - Decathlon	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥇	The North Face	=	4/4 ★	4/4 ★	2/4 ★	10/12 ★	🥇	Diadora	▲	1/4 ★	3/4 ★	2/4 ★	6/12 ★
🥇	Zalando - Pier one	=	4/4 ★	2/4 ★	4/4 ★	10/12 ★	🥇	Gcds	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥇	Zalando - Yourturn	▲	4/4 ★	2/4 ★	4/4 ★	10/12 ★	🥇	Generic	=	2/4 ★	3/4 ★	1/4 ★	6/12 ★
🥈	Carhartt	=	3/4 ★	3/4 ★	3/4 ★	9/12 ★	🥈	Geographical Norway	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥈	Defacto	▲	4/4 ★	1/4 ★	4/4 ★	9/12 ★	🥈	Giorgio Armani	▲	2/4 ★	2/4 ★	2/4 ★	6/12 ★
🥈	Dsquared	=	1/4 ★	4/4 ★	4/4 ★	9/12 ★	🥈	Givova	=	2/4 ★	3/4 ★	1/4 ★	6/12 ★
🥈	Kappa	▲	3/4 ★	3/4 ★	3/4 ★	9/12 ★	🥈	Gucci	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥈	Only	=	4/4 ★	1/4 ★	4/4 ★	9/12 ★	🥈	Hugo Boss	▼	2/4 ★	2/4 ★	2/4 ★	6/12 ★
🥈	Puma	=	4/4 ★	2/4 ★	3/4 ★	9/12 ★	🥈	Liu jo	=	2/4 ★	2/4 ★	2/4 ★	6/12 ★
🥈	Siksilk	=	3/4 ★	3/4 ★	3/4 ★	9/12 ★	🥈	New era	▼	3/4 ★	2/4 ★	1/4 ★	6/12 ★
🥈	Zalando - Even & odd	=	4/4 ★	1/4 ★	4/4 ★	9/12 ★	🥈	Polaroid	=	2/4 ★	3/4 ★	1/4 ★	6/12 ★
🥈	Alberta Ferretti	=	1/4 ★	4/4 ★	3/4 ★	8/12 ★	🥈	Reclaimed vintage	=	2/4 ★	1/4 ★	3/4 ★	6/12 ★
🥈	Collusion	=	3/4 ★	1/4 ★	4/4 ★	8/12 ★	🥈	Timberland	=	2/4 ★	3/4 ★	1/4 ★	6/12 ★
🥈	Decathlon - Quechua	=	2/4 ★	3/4 ★	3/4 ★	8/12 ★	🥈	Topman	=	2/4 ★	1/4 ★	13/4 ★	6/12 ★
🥈	Guess	=	3/4 ★	2/4 ★	3/4 ★	8/12 ★	🥈	Champion	=	3/4 ★	1/4 ★	1/4 ★	5/12 ★
🥈	Karl Kani	=	2/4 ★	3/4 ★	3/4 ★	8/12 ★	🥈	Columbia	=	1/4 ★	3/4 ★	1/4 ★	5/12 ★
🥈	Lacoste	=	3/4 ★	3/4 ★	2/4 ★	8/12 ★	🥈	Converse	▲	2/4 ★	1/4 ★	2/4 ★	5/12 ★
🥈	Ray Ban	=	3/4 ★	4/4 ★	1/4 ★	8/12 ★	🥈	Fila	▼	2/4 ★	1/4 ★	2/4 ★	5/12 ★
🥈	Stone Island	▲	1/4 ★	4/4 ★	3/4 ★	8/12 ★	🥈	Indicode	=	2/4 ★	2/4 ★	1/4 ★	5/12 ★
🥈	Vans	▼	4/4 ★	1/4 ★	3/4 ★	8/12 ★	🥈	Moschino	=	2/4 ★	2/4 ★	1/4 ★	5/12 ★
🥈	Verro Moda	=	3/4 ★	1/4 ★	4/4 ★	8/12 ★	🥈	New balance	▲	2/4 ★	2/4 ★	1/4 ★	5/12 ★
🥈	Zalando - Anna field	=	3/4 ★	1/4 ★	4/4 ★	8/12 ★	🥈	Pepe Jeans	=	2/4 ★	1/4 ★	2/4 ★	5/12 ★
🥈	Amazon	=	3/4 ★	2/4 ★	2/4 ★	7/12 ★	🥈	Pinko	=	1/4 ★	3/4 ★	1/4 ★	5/12 ★
🥈	Brave Soul	=	3/4 ★	1/4 ★	3/4 ★	7/12 ★	🥈	River island	=	2/4 ★	1/4 ★	2/4 ★	5/12 ★
🥈	Decathlon - Domyos	▼	2/4 ★	3/4 ★	2/4 ★	7/12 ★	🥈	Trendyol	=	3/4 ★	1/4 ★	1/4 ★	5/12 ★
🥈	Decathlon - Kipsta	=	2/4 ★	2/4 ★	3/4 ★	7/12 ★	🥈	Us polo	=	2/4 ★	2/4 ★	1/4 ★	5/12 ★
🥈	Decathlon - Wed'ze	=	2/4 ★	4/4 ★	2/4 ★	7/12 ★	🥈	Ellesse	=	2/4 ★	1/4 ★	1/4 ★	4/12 ★
🥈	Dickies	▲	2/4 ★	2/4 ★	3/4 ★	7/12 ★	🥈	Michael Kors	=	1/4 ★	2/4 ★	1/4 ★	4/12 ★
🥈	Diesel	=	2/4 ★	2/4 ★	3/4 ★	7/12 ★	🥈	Redefined rebel	=	2/4 ★	1/4 ★	1/4 ★	4/12 ★
🥈	Dsquared2	▼	1/4 ★	4/4 ★	2/4 ★	7/12 ★	🥈	Selected	=	1/4 ★	1/4 ★	2/4 ★	4/12 ★
🥈	Fruit of the loom	▲	3/4 ★	2/4 ★	2/4 ★	7/12 ★	🥈	Superdry	▼	1/4 ★	2/4 ★	1/4 ★	4/12 ★
🥈	Harmont & blaine	=	1/4 ★	3/4 ★	3/4 ★	7/12 ★	🥈	Threadbare	=	2/4 ★	1/4 ★	1/4 ★	4/12 ★
🥈	K-way	▲	1/4 ★	4/4 ★	2/4 ★	7/12 ★	🥈	Zalando - zign	▼	2/4 ★	1/4 ★	1/4 ★	3/12 ★
🥈	Lyle & Scott	=	1/4 ★	3/4 ★	3/4 ★	7/12 ★	🥈	Esprit	=	1/4 ★	1/4 ★	1/4 ★	3/12 ★

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Composite Index | Fashion



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Medal	Name	Evol	Penetration	Share of wallet	Repeat	Total	Medal	Name	Evol	Penetration	Share of wallet	Repeat	Total
🥇	Asos	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★	🥇	New Look	▼	3/4 ★	1/4 ★	3/4 ★	7/12 ★
🥇	Bershka	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★	🥇	Nyamba	▼	2/4 ★	1/4 ★	4/4 ★	7/12 ★
🥇	H&M	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★	🥇	Vertbaudet	=	1/4 ★	3/4 ★	3/4 ★	7/12 ★
🥇	Kiabi	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★	🥇	Citycomfort	▲	2/4 ★	3/4 ★	1/4 ★	6/12 ★
🥇	Leftlies	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★	🥇	Champion	▼	2/4 ★	2/4 ★	2/4 ★	6/12 ★
🥇	Mango	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★	🥇	Columbia	=	2/4 ★	3/4 ★	1/4 ★	6/12 ★
🥇	Nike	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★	🥇	Decathlon - Forclaz	=	2/4 ★	3/4 ★	1/4 ★	6/12 ★
🥇	Pull&Bear	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★	🥇	Decathlon - Tribord	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥇	Shein	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★	🥇	Disney	=	3/4 ★	1/4 ★	2/4 ★	6/12 ★
🥇	Stradivarius	▲	4/4 ★	4/4 ★	4/4 ★	12/12 ★	🥇	Emporio Armani	=	1/4 ★	3/4 ★	2/4 ★	6/12 ★
🥇	Tommy Hilfiger	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★	🥇	Hackett	▼	1/4 ★	3/4 ★	2/4 ★	6/12 ★
🥇	Zara	=	4/4 ★	4/4 ★	4/4 ★	12/12 ★	🥇	Hugo Boss	▼	2/4 ★	3/4 ★	1/4 ★	6/12 ★
🥇	C&A	=	4/4 ★	4/4 ★	3/4 ★	11/12 ★	🥇	Joma	=	3/4 ★	2/4 ★	1/4 ★	6/12 ★
🥇	Jack & Jones	=	4/4 ★	3/4 ★	4/4 ★	11/12 ★	🥇	Kappa	▲	2/4 ★	2/4 ★	2/4 ★	6/12 ★
🥇	Levi's	=	4/4 ★	3/4 ★	4/4 ★	11/12 ★	🥇	Napapijri	=	1/4 ★	3/4 ★	2/4 ★	6/12 ★
🥇	Massimo Dutti	=	3/4 ★	4/4 ★	4/4 ★	11/12 ★	🥇	New Era	=	2/4 ★	2/4 ★	2/4 ★	6/12 ★
🥇	Oysho	▲	4/4 ★	3/4 ★	4/4 ★	11/12 ★	🥇	Oakley	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥇	Adidas	▲	4/4 ★	3/4 ★	3/4 ★	10/12 ★	🥇	Pepe Jeans	▼	3/4 ★	1/4 ★	2/4 ★	6/12 ★
🥇	Adidas Originals	=	4/4 ★	2/4 ★	4/4 ★	10/12 ★	🥇	Ray Ban	=	1/4 ★	4/4 ★	1/4 ★	6/12 ★
🥇	Calvin Klein	▼	4/4 ★	3/4 ★	3/4 ★	10/12 ★	🥇	Topman	=	2/4 ★	2/4 ★	2/4 ★	6/12 ★
🥇	Lacoste	▲	3/4 ★	4/4 ★	3/4 ★	10/12 ★	🥇	Zalando - Even & Odd	=	2/4 ★	1/4 ★	3/4 ★	6/12 ★
🥇	Venca	=	2/4 ★	4/4 ★	4/4 ★	10/12 ★	🥇	Silbon	=	1/4 ★	3/4 ★	1/4 ★	5/12 ★
🥇	The North Face	=	3/4 ★	4/4 ★	2/4 ★	9/12 ★	🥇	Decathlon - Olaian	▲	2/4 ★	1/4 ★	2/4 ★	5/12 ★
🥇	Carrefour	=	3/4 ★	2/4 ★	4/4 ★	9/12 ★	🥇	Decathlon - Quechua	=	2/4 ★	2/4 ★	1/4 ★	5/12 ★
🥇	Decathlon - Decathlon	▲	4/4 ★	2/4 ★	3/4 ★	9/12 ★	🥇	Decathlon - Wed'ze	=	2/4 ★	2/4 ★	1/4 ★	5/12 ★
🥇	G-star raw	▼	2/4 ★	3/4 ★	4/4 ★	9/12 ★	🥇	Defacto	=	2/4 ★	1/4 ★	2/4 ★	5/12 ★
🥇	Guess	▲	3/4 ★	3/4 ★	3/4 ★	9/12 ★	🥇	Desigual	▼	1/4 ★	2/4 ★	2/4 ★	5/12 ★
🥇	Puma	▲	4/4 ★	2/4 ★	3/4 ★	9/12 ★	🥇	Dickies	▼	1/4 ★	2/4 ★	2/4 ★	5/12 ★
🥇	Ralph Lauren	=	3/4 ★	3/4 ★	3/4 ★	9/12 ★	🥇	El Corte Ingles	▼	2/4 ★	2/4 ★	1/4 ★	5/12 ★
🥇	Zalando - Pier One	=	4/4 ★	2/4 ★	3/4 ★	9/12 ★	🥇	Emidio Tucci	=	1/4 ★	3/4 ★	1/4 ★	5/12 ★
🥇	Ellesse	▼	3/4 ★	2/4 ★	3/4 ★	8/12 ★	🥇	Hawkers	▼	2/4 ★	2/4 ★	1/4 ★	5/12 ★
🥇	Helly Hansen	=	2/4 ★	4/4 ★	2/4 ★	8/12 ★	🥇	Nabaiji	▲	2/4 ★	1/4 ★	2/4 ★	5/12 ★
🥇	Hollister	=	3/4 ★	2/4 ★	3/4 ★	8/12 ★	🥇	Polo Club	=	1/4 ★	3/4 ★	1/4 ★	5/12 ★
🥇	La redoute collections	▲	1/4 ★	3/4 ★	4/4 ★	8/12 ★	🥇	Quiksilver	=	2/4 ★	2/4 ★	1/4 ★	5/12 ★
🥇	Only	=	4/4 ★	1/4 ★	3/4 ★	8/12 ★	🥇	Reebok	=	3/4 ★	1/4 ★	1/4 ★	5/12 ★
🥇	Palm Angels	▲	1/4 ★	4/4 ★	3/4 ★	8/12 ★	🥇	River Island	▲	1/4 ★	1/4 ★	3/4 ★	5/12 ★
🥇	Under Armour	=	3/4 ★	2/4 ★	3/4 ★	8/12 ★	🥇	Superdry	▼	1/4 ★	2/4 ★	2/4 ★	5/12 ★
🥇	Vans	=	4/4 ★	2/4 ★	2/4 ★	8/12 ★	🥇	Urban Classics	=	3/4 ★	1/4 ★	1/4 ★	5/12 ★
🥇	Zalando - Yourturn	=	3/4 ★	2/4 ★	3/4 ★	8/12 ★	🥇	Vero Moda	=	2/4 ★	1/4 ★	2/4 ★	5/12 ★
🥇	Geographical Norway	=	2/4 ★	4/4 ★	1/4 ★	7/12 ★	🥇	Zalando - Anna field	=	1/4 ★	1/4 ★	3/4 ★	5/12 ★
🥇	Alpha industries	=	1/4 ★	4/4 ★	2/4 ★	7/12 ★	🥇	Sfera	=	2/4 ★	1/4 ★	1/4 ★	4/12 ★
🥇	Amazon	▲	3/4 ★	2/4 ★	2/4 ★	7/12 ★	🥇	Brave Soul	▼	2/4 ★	1/4 ★	1/4 ★	4/12 ★
🥇	Boohoo	=	1/4 ★	4/4 ★	2/4 ★	7/12 ★	🥇	Converse	=	1/4 ★	1/4 ★	2/4 ★	4/12 ★
🥇	Carhartt	▼	2/4 ★	3/4 ★	2/4 ★	7/12 ★	🥇	Easy Wear	=	2/4 ★	1/4 ★	1/4 ★	4/12 ★
🥇	Collusion	▲	2/4 ★	1/4 ★	4/4 ★	7/12 ★	🥇	Giorgio Armani	=	1/4 ★	2/4 ★	1/4 ★	4/12 ★
🥇	Danish Endurance	=	2/4 ★	3/4 ★	2/4 ★	7/12 ★	🥇	Indicode	=	1/4 ★	2/4 ★	1/4 ★	4/12 ★
🥇	Decathlon - Domyos	=	3/4 ★	1/4 ★	3/4 ★	7/12 ★	🥇	Michael Kors	=	1/4 ★	2/4 ★	1/4 ★	4/12 ★
🥇	Decathlon - Kipsta	=	3/4 ★	1/4 ★	3/4 ★	7/12 ★	🥇	Threadbare	=	1/4 ★	1/4 ★	2/4 ★	4/12 ★
🥇	Fred Perry	=	1/4 ★	3/4 ★	3/4 ★	7/12 ★	🥇	Topshop	=	1/4 ★	1/4 ★	2/4 ★	4/12 ★
🥇	Gap	▲	3/4 ★	1/4 ★	3/4 ★	7/12 ★	🥇	New Balance	=	1/4 ★	1/4 ★	1/4 ★	3/12 ★

Abecedary by country

With total score

France

adidas	12
adidas originals	10
alberta ferretti	8
alpha industries	6
amazon (amazon)	7
asos - asos	12
bershka	11
blauer	6
brandit	5
brave soul	7
calvin klein	11
carhartt	10
champion	5
collusion	9
colmar	6
colmar originals	6
columbia	5
converse	5
danish endurance	7
defacto	9
diadora	6
dickies	7
diesel	7
dsquared	9
dsquared2	8
ellesse	5
emporio armani	10
esprit	3
fila	6
fruit of the loom	8
gcds	6
generic	6
geographical norway	6
giorgio armani	7
givova	6
gucci	6
guess	9
harmont & blaine	7
hollister	4
hugo boss	6
indicode	5
jack & jones	10
jordan	11
k-way	7
kappa	7
karl kani	8
lacoste (lacoste)	9
levi's	11
liu jo	6
lyle & scott	7
mango	11
massimo dutti	7
michael kors	4
monki	7
moschino	5
napapijri	8
navigare	7
new balance	4
new era	7
new look	7
next	7
nike	12
only	10
only & son	8
pepe jeans	4
pepe jeans	4
pinko	6
polaroid	11
pull&bear	9
puma	12
ralph lauren	8
ray ban	5
reclaimed vintage	4
redefined rebel	5
river island	4
selected	10
siksilk	8
stone island	10
stradivarius	4
superdry	10
the north face	4
threadbare	6
timberland	12
tommy hilfiger	7
topman	6
trendyol	7
under armour	7
urban classics	5
us polo	9
vans	8
vero moda	7
versace	7
versace jeans couture	7
vila	4
zalando - anna field	8
zalando - even & odd	9
zalando - pier one	10
zalando - yourturn	9
zalando - zign	5
zara (zara)	7

Germany

about you	6
adidas	11
adidas originals	9
alpha industries	6
asos - asos	12
bershka	10
bodyflirt	11
boohoo	9
boohoo man	9
bpc bonprix collection	12
bpc selection	10
brandit	6
brave soul	6
c&a	11
calvin klein	10
carhartt	7
champion	5
collusion	8
columbia	4
defacto	4
dickies	4
diesel	5
ellesse	6
emporio armani	5
esmara	7
esprit	9
fruit of the loom	6
g-star raw	8
gant	6
guess	4
h&m	12
hollister	5
hugo boss	9
hunkemoller	3
indicode	8
isaac dewhirst	6
jack & jones	12
jack wolfskin	5
jdy	5
john baner jeanswear	10
jordan	6
karl kani	8
khujo	6
lacoste (lacoste)	7
lascana	9
leger by lena gercke	5
levi's	10
lindbergh	5
mango	7
marc o'polo	4
markenlos	7
massimo dutti	6
missguided	7
misspap	6
monki	6
navahoo	6
new era	4
new look	8
next	7
nike	12
noisy may	5
only	11
only & son	8
pegador	5
pieces	7
prestije	6
pull&bear	10
puma	8
ragwear	6
rainbow	10
ralph lauren	9
ray ban	6
reclaimed vintage	6
river island	5
s oliver	7
selected	5
shein	12
siksilk	6
snocks	5
stradivarius	10
superdry	5
tchibo	11
the north face	10
threadbare	4
tom tailor	8
tommy hilfiger	12
topman	7
topshop	8
trendyol	4
under armour	5
urban classics	6
vans	4
vero moda	9
vila	6
weekday	5
wellensteyn	6
wrstbhvr	5
zalando - anna field	7
zalando - even & odd	8
zalando - pier one	9
zara (zara)	12

UK

& other stories	5
adidas	11
adidas originals	11
allsaints	6
asos - 4505	8
asos - asos	12
asyou	7
autograph	7
ax paris	4
barbour	6
berghaus	6
bershka	8
bolongaro trevor	4
boohoo	12
boohoo man	12
brave soul	7
burberry (burberry)	6
calvin klein	7
carhartt	8
champion	5
coast	6
collusion	9
columbia	6
dickies	5
ellesse	5
emporio armani	7
fear of god essentials	6
fila	6
fred perry	6
french connection	7
fruit of the loom	5
generic / no brand	7
goodmove	6
gucci	6
h&m	12
hollister	4
hoodrich	6
hugo boss	8
hush	8
jack & jones	9
john lewis	9
jordan	6
joules	7
karen millen	7
lacoste (lacoste)	6
levi's	9
lipsy	10
m&s (marks & spencer)	12
mango	5
mc kenzie	10
miss selfridge	7
missguided	11
misspap	7
moncler	6
monki	8
monsoon	5
mountain warehouse	6
myprotein	7
napapijri	4
nasty gal	10
new balance	4
new balance	9
new look	12
nike	8
oasis	8
only	6
palm angels	6
pieces	4
premier delivery uk	9
prettylittlething	12
pull&bear	7
puma	8
ralph lauren	8
ray ban	6
reclaimed vintage	7
reebok	5
regatta	6
reiss	6
river island	9
selected	6
shein	12
stone island	7
stradivarius	9
superdry	7
ted baker	5
the north face	11
threadbare	6
tommy hilfiger	9
topman	8
topshop	11
tu	6
under armour	8
v by very	10
vans	6
vero moda	6
very man	7
warehouse	7
zalando - anna field	6
zalando - even & odd	6
whistles	6
yours	7
zara (zara)	12

Italy

adidas	11
adidas originals	12
alberta ferretti	8
alpha industries	6
amazon (amazon)	7
asos - asos	12
bershka	11
blauer	6
brave soul	7
calvin klein	11
carhartt	9
champion	5
collusion	8
colmar	6
colmar originals	6
columbia	5
converse	5
decathlon - decathlon	6
decathlon - domyos	7
decathlon - kipsta	7
decathlon - quechua	8
decathlon - wed'ze	7
defacto	9
diadora	6
dickies	7
diesel	7
dsquared	9
dsquared2	7
ellesse	4
emporio armani	10
esprit	3
fila	5
fruit of the loom	7
gcds	6
generic	6
geographical norway	6
giorgio armani	6
givova	6
gucci	6
guess	8
harmont & blaine	7
hugo boss	6
indicode	5
jack & jones	10
jordan	11
k-way	7
kappa	9
karl kani	8
lacoste (lacoste)	8
levi's	11
liu jo	6
lyle & scott	7
mango	10
massimo dutti	7
michael kors	4
monki	7
moschino	5
napapijri	7
navigare	7
new balance	5
new era	6
new look	7
next	7
nike	12
only	9
only & son	7
pepe jeans	5
pinko	5
polaroid	6
pull&bear	11
puma	9
ralph lauren	12
ray ban	8
reclaimed vintage	6
redefined rebel	4
river island	5
selected	4
siksilk	9
stone island	8
stradivarius	10
superdry	4
the north face	10
threadbare	4
timberland	6
tommy hilfiger	11
topman	6
trendyol	5
under armour	7
urban classics	7
us polo	5
vans	8
vero moda	8
versace	7
versace jeans couture	7
zalando - anna field	8
zalando - even & odd	9
zalando - pier one	10
zalando - yourturn	10
zalando - zign	4
zara (zara)	12

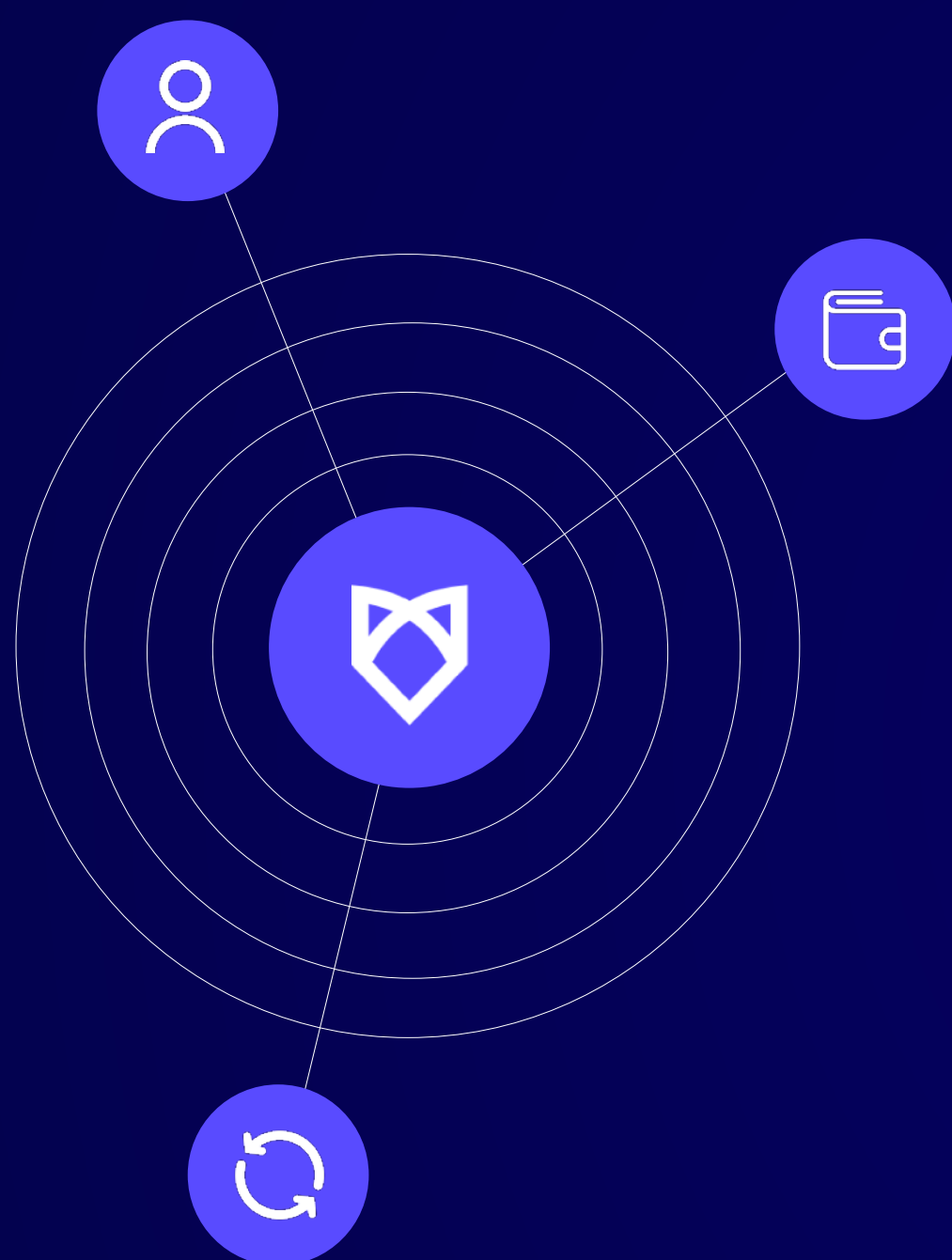
Spain

adidas	10
adidas originals	10
alpha industries	7
amazon (amazon)	7
asos - asos	12
bershka	12
boohoo	7
brave soul	4
c&a	11
calvin klein	10
carhartt	7
carrefour (carrefour)	9
champion	6
citycomfort	6
collusion	7
columbia	6
converse	4
danish endurance	7
decathlon - decathlon	9
decathlon - domyos	7
decathlon - forclaz	6
decathlon - kipsta	7
decathlon - olaian	5
decathlon - quechua	5
decathlon - tribord	6
decathlon - wed'ze	5
defacto	5
desigual	5
dickies	5
disney	6
easy wear	4
el corte ingles	5
ellesse	8
emidio tucci	5
emporio armani	6
fred perry	7
g-star raw	9
gap	7
geographical norway	7
giorgio armani	4
guess	9
h&m	12
hackett	6
hawkers	5
helly hansen	8
hollister	8
hugo boss	6
indicode	4
jack & jones	11
joma	6
kappa	6
kiabi	12
la redoute - la redoute	8
collections	10
lacoste (lacoste)	12
lefties	11
levi's	12
mango	11
massimo dutti	4
michael kors	5
nabaiji	6
napapijri	3
new balance	6
new era	7
new look	12
nike	7
nyamba	6
oakley	8
only	11
oysho	8
palm angels	6
pepe jeans	5
polo club	12
pull&bear	9
puma	5
quiksilver	9
ralph lauren	6
ray ban	5
reebok	5
river island	4
sfera	12
shein	5
silbon	12
stradivarius	5
superdry	9
the north face	4
threadbare	12
tommy hilfiger	6
topman	4
topshop	8
under armour	5
urban classics	8
vans	10
venca	5
vero moda	7
vertbaudet	5
zalando - anna field	6
zalando - even & odd	9
zalando - pier one	8
zalando - yourturn	12

Methodology : Foxintelligence 100 Composite Index

Introducing the Foxintelligence 100 Composite Index for brands to measure their ecommerce performance. The Index is an average score on 3 dimensions: **Penetration**: How large is your active online customer base? **Share of Wallet**: How well do you capture your customers' online budget? **Retention**: Do you retain your past customers?

Successful brands maximise all 3 dimensions to increase their market share. To calculate the overall score out of 12, every brand from the top 100 is rated from 1 (fourth quartile) to 4 (first quartile) on each of the 3 dimensions.



Penetration (4 pts)

Penetration is the share of customers who purchased the brand at least once over the last 12 months out of the total number of online shoppers in the category.

Share of Wallet (4 pts)

Share of Wallet is the share of budget in value captured by the brand on its customer base out of the total budget they spent in the category over the last 12 months.

Repeat (4 pts)

Repeat rate is the share of the brand's recurring customers compared to the 12 months before.

Medals



The Gold Medal is attributed to the brands with a total score above 10/12, i.e. who are in the 1st quartile in at least 1 of the 3 dimensions



The Silver Medal is attributed to the brands with a total score between 7 and 9, i.e. who are in the 2nd quartile in at least 1 of the 3 dimensions



The Bronze Medal is attributed to the brands with a total score between 4 and 6, i.e. who are in the 3rd quartile in at least 1 of the 3 dimensions



The little fox medal is attributed to the brands who made it to the top 100, but in the 4th quartile on every dimension, i.e. with an overall score of 3/12

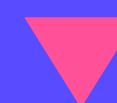
Evolutions



Increase in the brand's score compared to the previous edition of the Foxintelligence 100 Composite Index



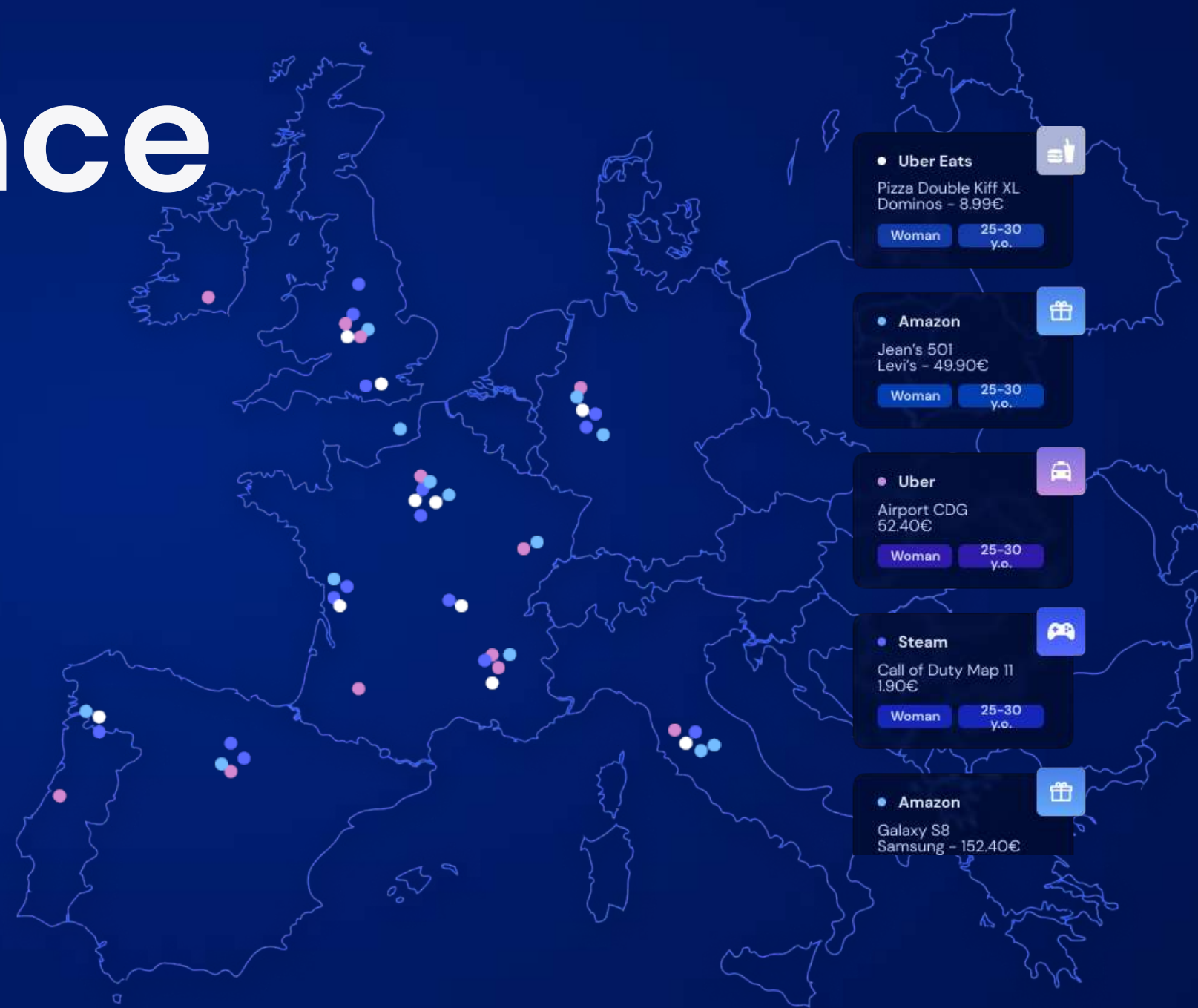
Same score as the previous edition of the Foxintelligence 100 Composite Index



Decrease in the brand's score compared to the previous edition of the Foxintelligence 100 Composite Index

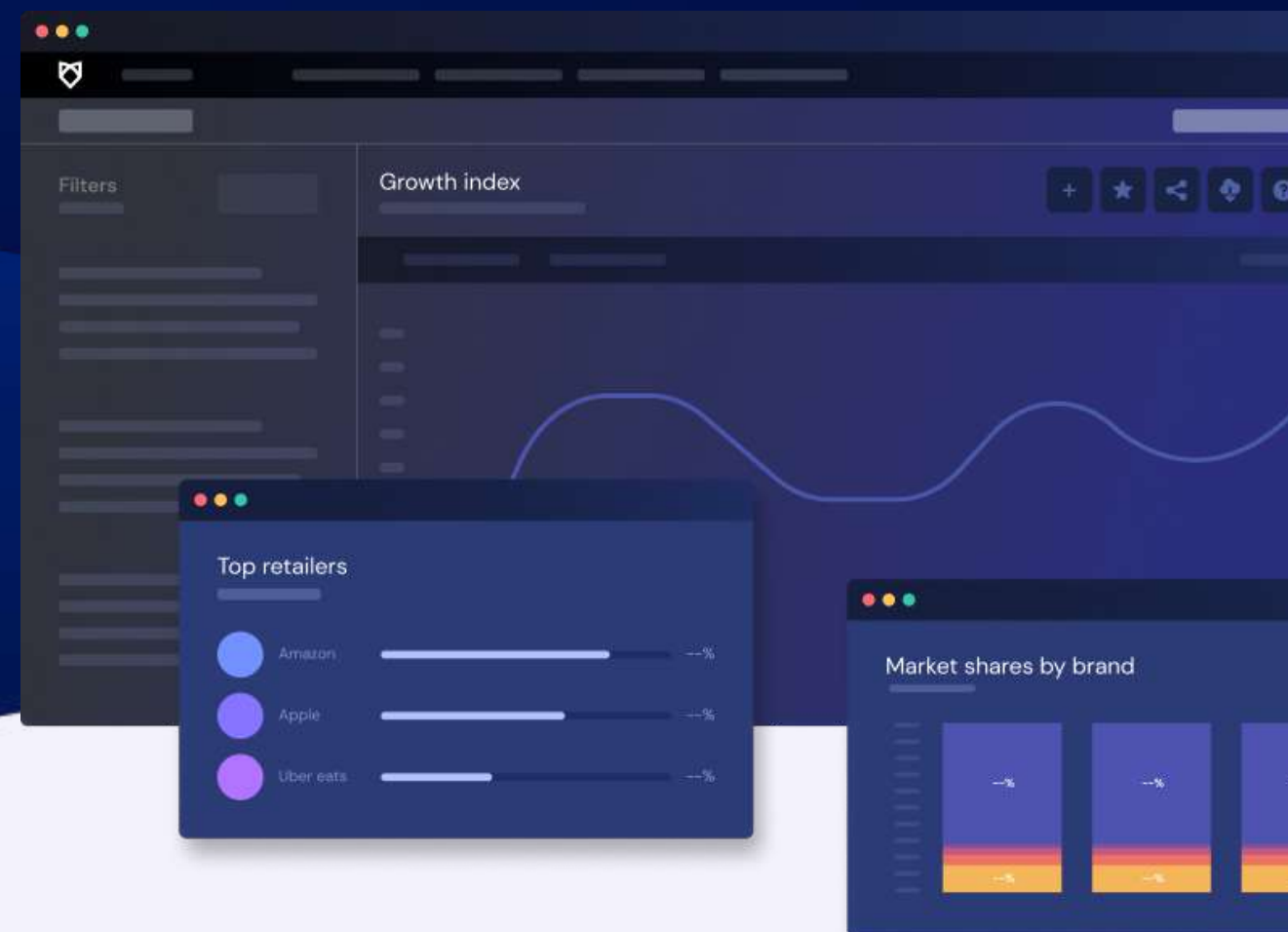
Foxintelligence Mega Panel

We help digital brands grow with technology backed market research, based on a community of millions of real consumers sharing their online transactions.



All of this data available in real time in a SaaS platform

To finally get a 360° view on your online market, customers and competition.



Become a market expert

<p>Unique metrics</p>  <p>Access all drivers of online performance of your brand and competitors.</p>	<p>No blind spot</p>  <p>Cover all market places, all merchants and all new trends.</p>	<p>Consumer-centric intelligence</p>  <p>Gather data from consumers to craft consumer-centric strategies.</p>	<p>From strategy to actions</p>  <p>Take better decisions everyday to grow digital sales.</p>
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