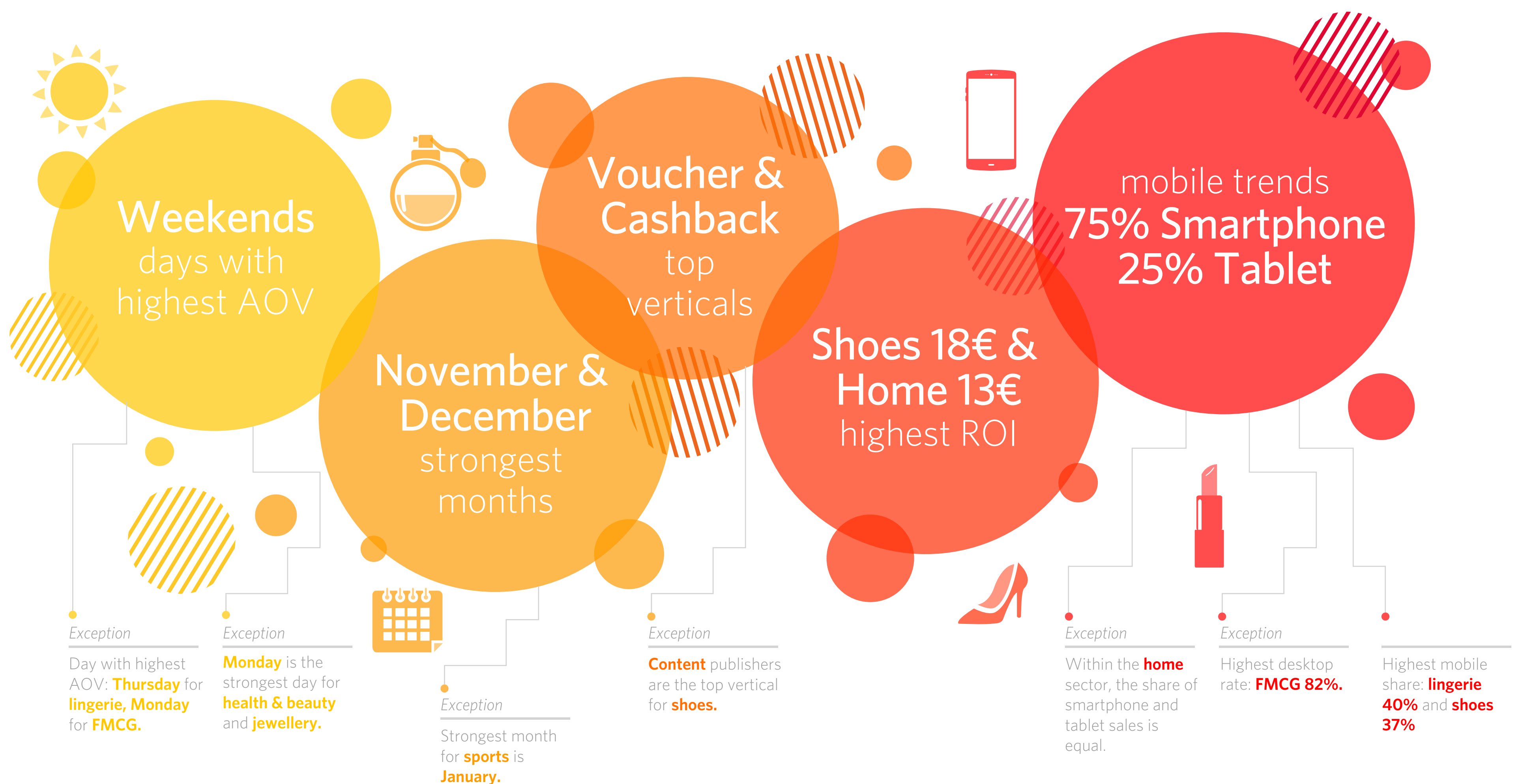




Fashion & Lifestyle Barometer



Highest AOV Fashion & Lifestyle



85€

In the clothing sector, **price & product comparison** sites generate the highest shopping basket, with AOV peaking in **October**.



73€

The most expensive shoes are purchased through **price & product comparison** sites with the highest AOV being generated in **September**.



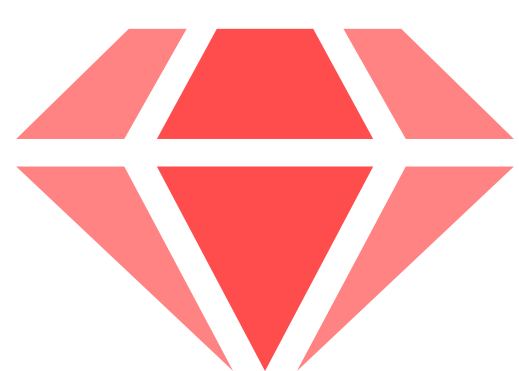
51€

Cashback affiliates generate the highest AOV values in the health & beauty sector. High price products are most frequently purchased in **March**.



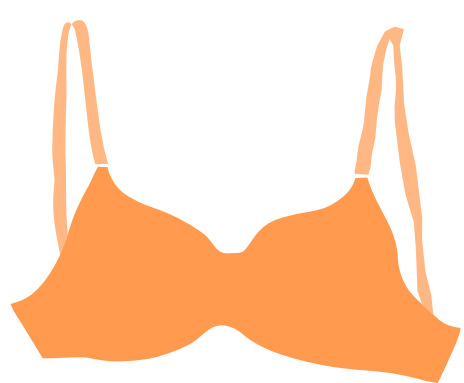
130€

Display publishers generate the highest basket values for homeware. The highest AOV in this sector is usually driven in **January**.



112€

Expensive jewellery is purchased through **content** affiliates, with the AOV reaching peak at Christmas in **December**.



87€

Loyalty partners generate the highest spending for lingerie, with basket values peaking in **May**.



117€

Content partners generate the highest AOV for sports products. Matching New Year's resolutions, shopping basket values are the highest in **January**.



39€

Loyalty partners drive the highest basket values for food retailers. AOV is particularly high in **December**.