

Best UK Fashion Retailers 2017

Below shows the top 10 retailers out of 130 in the UK, as ranked by over 50,000 consumers. Affinity is just 1 of 100 metrics tracked in Barometer.

AFFINITY

Q: "How would you describe your opinion of the following womenswear retailers?"

Results are given as a percentage of all respondents who state they 'love' the retailer or 'like it a lot'

Ranking	Brand	Nat Rep	16-24	25-35	36-49	50+
1	Primark	46.5%	66.6%	59.8%	47.9%	32.3%
2	Next	43.8%	39.4%	49.7%	51.2%	38.2%
3	Marks & Spencer	43.7%	25.8%	36.3%	42.6%	52.9%
4	Amazon	43.4%	52.5%	51.2%	46.1%	34.8%
5	New Look	41.8%	68.9%	59.5%	42.0%	23.8%
6	Debenhams	40.5%	36.3%	41.3%	44.1%	39.6%
7	Asda George	39.5%	36.7%	45.7%	43.2%	36.0%
8	H&M	37.4%	59.1%	54.2%	38.3%	20.3%
9	Converse	36.8%	53.7%	47.1%	38.1%	17.5%
10	eBay	36.4%	41.9%	44.1%	38.8%	29.3%



Get in touch with me directly to arrange a free 30-minute debrief on your brand's performance vs. your competitors'.

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