

BUSINESS INSIDER

How teens are spending money, what they like, and where they shop



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Piper Jaffray released its semiannual report on teen spending on Wednesday.

We dug through the report and pulled out some of the most interesting facts and charts.

Here's a summary:

1. Teens are spending most of their money on food.

Starbucks remains the perennial favorite among all teens for food-and-drink spending. Food accounts for 23% of teen spending, followed by clothing (20%), accessories (10%), video games (8%), cars (8%), electronics (8%), and shoes (7%). The rest is spent on music, movies and events.

2. Nike remains the top clothing brand among teens across all income levels. Forever 21, American Eagle, Polo Ralph Lauren, and Victoria's Secret also rank among the most popular apparel brands. Top footwear brands for upper-income teens include Nike, Converse, Vans, Sperry Top-Sider, DSW, and Steve Madden.



REUTERS/Michael Spooneybarger

Top Preferred Clothing Brands[†]

1	Nike	24%
2	Forever 21	8%
3	American Eagle	6%
4	Ralph Lauren	4%
5	Victoria's Secret	4%
6	Urban Outfitters	3%
7	Hollister	2%
8	Nordstrom	2%
9	Free People	2%
10	PacSun	2%

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3. Teens shop on Amazon more than any other website.

Top Preferred Shopping Websites†

1	Amazon	36%
2	Nike	8%
3	Forever 21	5%
4	eBay	5%
5	Victoria's Secret	3%
6	American Eagle	2%
7	Urban Outfitters	2%
8	Eastbay	1%
9	Brandy Melville	1%
10	Wanelo	1%

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4. Brands that are losing popularity among teens include Aeropostale, Abercrombie & Fitch, and Hollister. Here's a graph of the top-cited brands that teen girls said they no longer wear:

Rank	Spring 2015	%	Rank	Fall 2014	%	Rank	Spring 2014	%	Rank	Fall 2013	%
1	Aeropostale	28%	1	Aeropostale	28%	1	Aeropostale	32%	1	Aeropostale	25%
2	Abercrombie & Fitch	19%	2	Abercrombie & Fitch	21%	2	Abercrombie & Fitch	19%	2	Abercrombie & Fitch	22%
3	Justice / Limited Too	14%	3	Justice / Limited Too	11%	3	Hollister	16%	3	Hollister	15%
4	Hollister	11%	4	Hollister	10%	4	Justice / Limited Too	8%	4	Justice / Limited Too	8%
5	Gap	5%	5	Gap	6%	5	Gap	5%	5	Gap	5%
6	Forever 21	2%	6	American Eagle	2%	6	American Eagle	3%	6	Forever 21	2%
7	Old Navy	2%	7	Forever 21	2%	7	Old Navy	1%	7	American Eagle	2%
8	American Eagle	2%		Old Navy	2%	8	Nike / Jordans	1%	8	Old Navy	2%
9	dELIA*s	1%	9	Miss Me Jeans	1%	9	Forever 21	1%	9	Roxy	2%
	Miss Me Jeans	1%	10	Three Brands Tied	1%	10	Three Brands Tied	1%	10	Juicy Couture	1%

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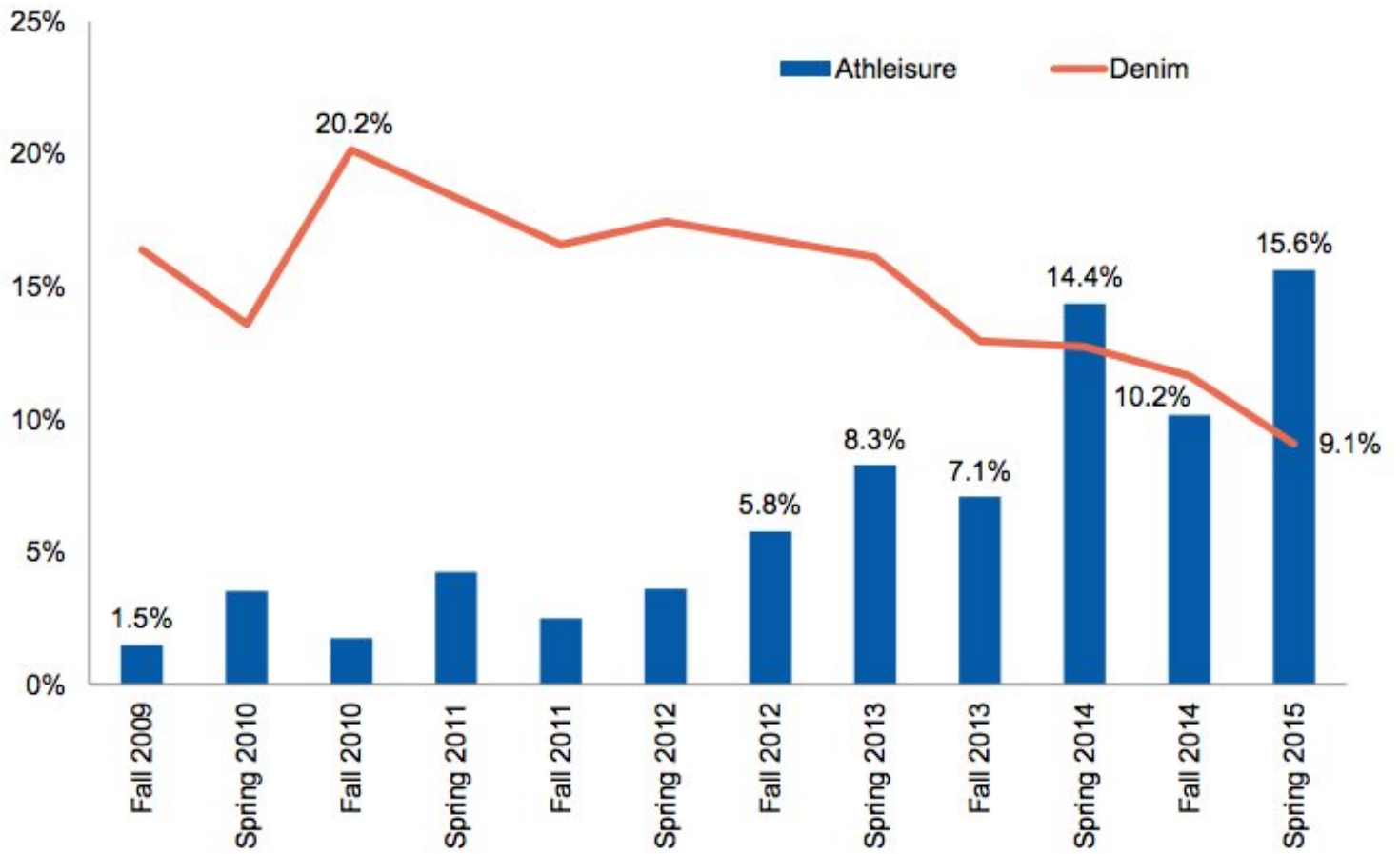
5. On the flip side, brands that are starting to get more popular among teen girls include Lululemon, Nike, and Victoria's Secret.

Rank	Spring 2015	%	Rank	Fall 2014	%	Rank	Spring 2014	%	Rank	Fall 2013	%
1	lululemon	6%	1	Brandy Melville	6%	1	Forever 21	5%	1	Forever 21	6%
2	Nike / Jordans	6%	2	American Eagle	6%	2	American Eagle	5%	2	American Eagle	5%
3	Victoria's Secret / PINK	5%	3	Free People	5%		lululemon	5%	3	Urban Outfitters	5%
4	Forever 21	5%	4	PacSun	5%	4	Nike / Jordans	4%	4	Brandy Melville	5%
5	H&M	5%	5	Urban Outfitters	4%	5	Urban Outfitters	4%	5	Nike / Jordans	4%
6	American Eagle	4%	6	H&M	4%	6	Pacific Sunwear	4%	6	Victoria's Secret / PINK	3%
7	Urban Outfitters	3%	7	Forever 21	4%	7	Victoria's Secret / PINK	3%			
8	Free People	3%		Nike / Jordans	4%		PINK		7	H&M	3%
9	PacSun	3%	9	Hollister	4%	8	H&M	3%	8	J.Crew	3%
10	Express	3%	10	Vineyard Vines	3%		Hollister	3%	9	Charlotte Russe	3%
							J.Crew	3%		PacSun	3%

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6. Activewear is now more popular than denim. Nike, Under Armour, Lululemon, and Adidas are the most popular brands for athletic apparel.

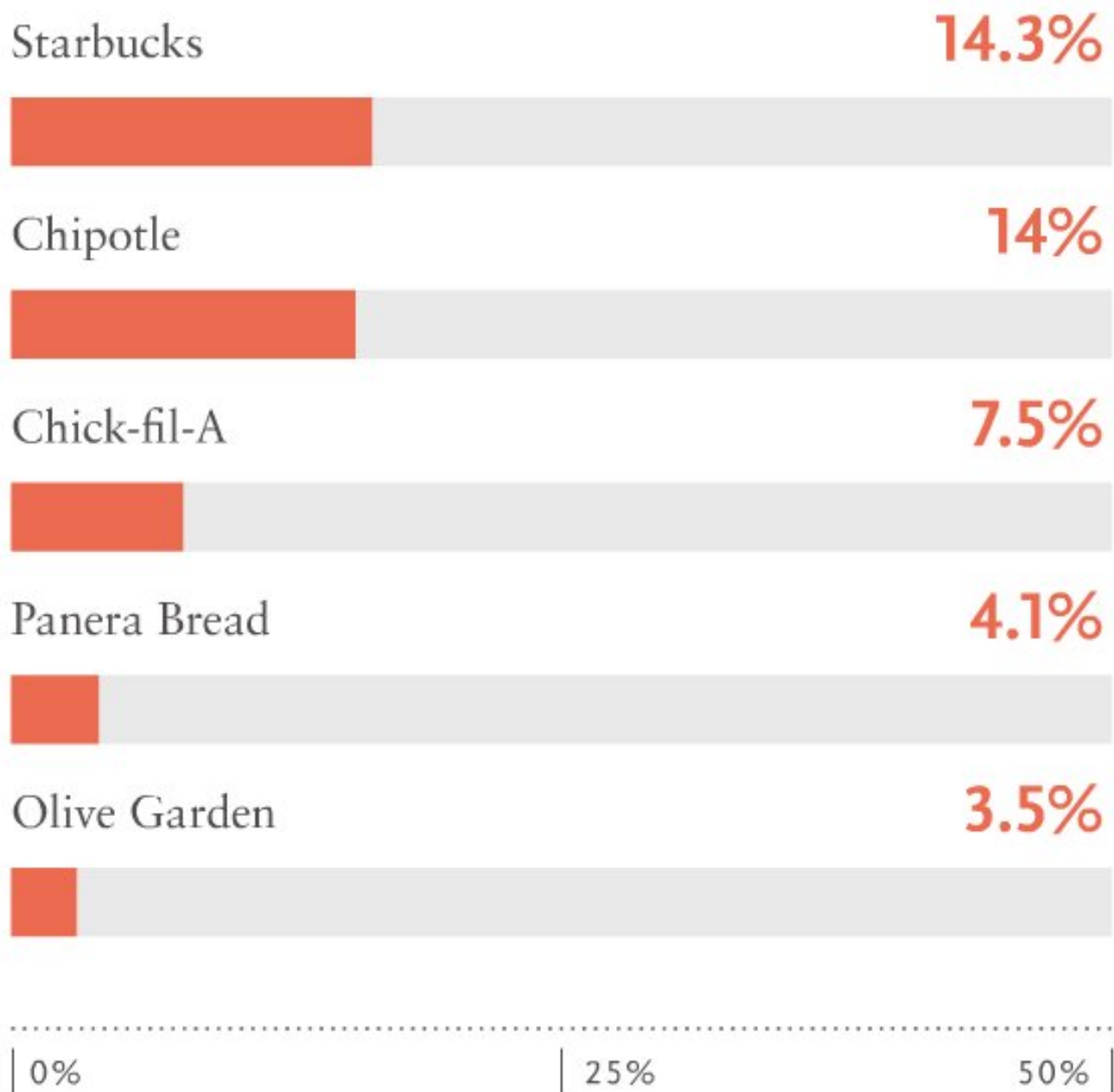
AGGREGATE MINDSHARE BY CATEGORY (UPPER-INCOME, FEMALES)



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7. Teens' No. 1 restaurant remains Starbucks, followed by Chipotle and Chick-fil-A.

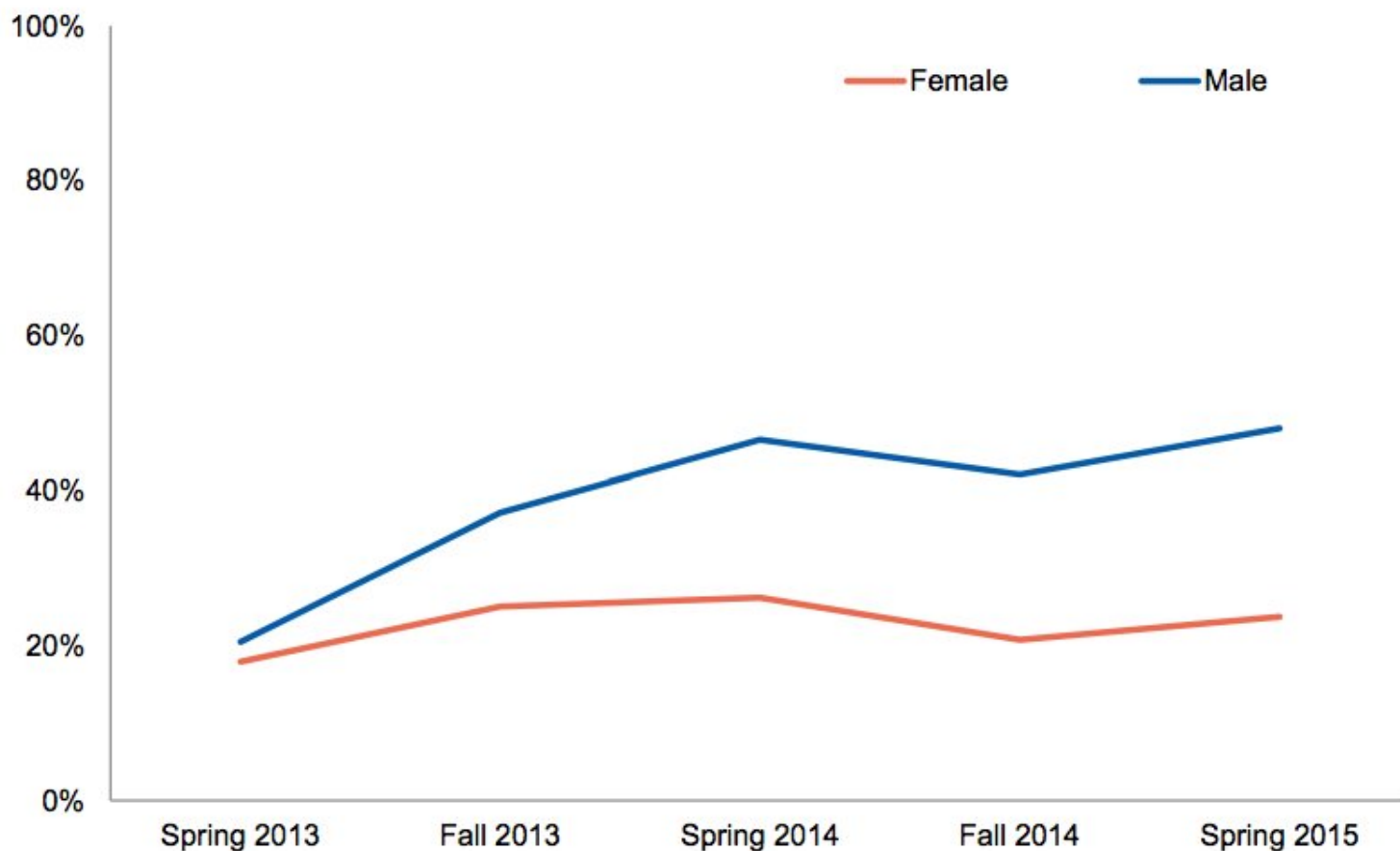
Restaurant Brand Preferences[†]



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8. An increasing number of teens, particularly males, prefer to shop online.

% RESPONDENTS WHO PREFER TO SHOP ONLINE VS. IN STORE (UPPER-INCOME, ALL)



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9. Instagram is the most important social network for teens, followed by Twitter and Facebook, respectively.

Most Important Social Network	Spring 2013	Fall 2013	Spring 2014	Spring 2015	Change
Instagram	17%	27%	30%	32%	2pp
Twitter	30%	31%	27%	24%	-3pp
Facebook	33%	27%	23%	14%	-9pp
Snapchat				13%	
Tumblr	4%	5%	5%	4%	-1pp
Google+	5%	4%	4%	1%	-3pp
Pinterest	2%	2%	2%	2%	-
Other	4%	2%	4%	8%	4pp
Don't Use Social Networks	6%	3%	5%	n/a	

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