While luxury labels like Gucci, Chanel, Dior and Louis Vuitton are in the top 16 most-searched-for brands, there are no luxury fashion labels featured in the top five, with Zara being followed by Nike, Zalando, Fashion Nova and ASOS.

That’s a turnaround from 2020 when Louis Vuitton was in top spot. But it has fallen to number 16 this time.

That’s all according to research compiled by money.co.uk.

Zara’s position at the top of the ranking this time is perhaps unsurprising given that the Spanish chain has over 2,200 stores and a presence in 88 countries.

Nike, meanwhile, is the most Googled in 36 countries around the world, including South Africa, Mexico, and Malaysia.

And third-placed Zalando tops the searches for 14 countries (mostly European), including Austria, France, Italy and its home country, Germany.

It’s also interesting that most of the brands in the ranking are new entries, including the whole of the top five.

Following that top five, the rest of the top 10 includes Gucci (which is down four spots), Adidas, H&M, Chanel (down six spots) and the UK’s Next.
They're followed by Dior, Uniqlo, Tommy Hilfiger, Lululemon, Yeezy, Louis Vuitton and Macy’s.

Given Vuitton’s drop from number one and Gucci and Chanel’s falls, it suggests that the current ranking might reflect actual buying activity rather than more aspirational/inspirational searches of luxury labels during lockdowns in 2020.

EUROPE LOVES ZARA

Looking in more detail at the regional breakdown, Europe likes its home-grown retailers. The report said “most of the European continent is firmly in awe of Zara (with 20 countries in Europe searching for it more than any other brand) and Zalando, which is most popular in 14 countries”.

Shopping with local labels is also popular in Britain as Next takes the top spot there as it continues to expand. But some smaller markets are happy to look at retailers and brands from other countries, with ASOS being the most popular fashion search in Ireland and Malta.

For the US, the most popular brand is department store chain Macy’s. However, it's the local leisurewear label Lululemon that Canadians are searching for more than any other brand.

Zara is also popular in Asia with it topping the list in 12 Asian countries, including Japan, as mentioned earlier. But Nike is top in Thailand and the Philippines. And all five of the countries searching for Chanel the most are situated in Asia. They include Bangladesh, Iraq, Myanmar, Pakistan and Sri Lanka.

By Sandra Halliday

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