Top Clothing Brands
1. Nike 23%
2. American Eagle 10%
3. adidas 6%
4. Hollister 4%
5. PacSun 4%

Top Footwear Brands
1. Nike 42%
2. Vans 20%
3. adidas 13%
4. Converse 4%
5. Foot Locker 3%

Top Handbag Brands
1. Michael Kors 27%
2. Louis Vuitton 14%
3. Coach 11%
4. Kate Spade 11%
5. Gucci 9%

Top Beauty Destinations
1. Ulta 38%
2. Sephora 26%
3. Walmart 8%
4. Target 7%
5. Amazon 5%

Top Cosmetics Brands
1. Neutrogena 18%
2. Mario Badescu 8%
3. Clean & Clear 8%
4. Cetaphil 6%
5. Clinique 5%

Top Skincare Brands
1. Neutrogena 18%
2. Mario Badescu 8%
3. Clean & Clear 8%
4. Cetaphil 6%
5. Clinique 5%

Top Shopping Websites
1. Amazon 52%
2. Nike 4%
3. American Eagle 3%
4. Urban Outfitters 2%
5. eBay 2%

Key Takeaways
- Overall teen “self-reported” spending in Fall 2019 decreased by 4% Y/Y & 10% sequentially to $2,400—the lowest level since Fall 2011
- 32% of teens believe the economy is getting worse vs. 25% in Fall 2018
- Food continues to be teen’s No. 1 wallet priority at 23% share; Chick-fil-A is No. 1 restaurant
- Video games are 9% of wallet share vs. 8% last year—female uptick driving gains
- Cosmetics spending for females hits 19-survey low with spending down >20% Y/Y
- Amazon is the No. 1 preferred shopping website at 52% of vote vs. 50% in Spring
- 37% of teens prefer YouTube for video consumption vs. Netflix at 35%
- Crocs gains notable share to the No. 7 preferred footwear brand, behind Birkenstock
- lululemon hits new survey peak as No. 7 apparel brand; Nike regains share as the No. 1 apparel & footwear brand
- Ulta furthers its lead as No. 1 beauty destination against Sephora; Amazon firmly in the top five as a preferred beauty destination
- Handbag spending hits survey-low; European luxury brands gaining share with Louis Vuitton taking No. 2 spot
- 86% of teens expect an iPhone to be their next phone; all-time survey highs
- Instagram remains the most frequented social media platform among teens for the third survey in a row
- Teens care about social/political issues naming the environment, immigration & gun control as the top three
- Teens favorite celebrity is Kevin Hart, most-followed influencer on social media is David Dobrik