

Piper Sandler 39th Semi-Annual Taking Stock With Teens® Survey, Spring 2020

CLOTHING, FOOTWEAR & BEAUTY



Top Clothing Brands

1	Nike	25%
2	American Eagle	10%
3	adidas	5%
4	Hollister	4%
5	PacSun	3%

Top Footwear Brands

1	Nike	47%
2	Vans	20%
3	adidas	11%
4	Converse	4%
5	Foot Locker	3%

Top Handbag Brands

1	Michael Kors	25%
2	Louis Vuitton	16%
3	Kate Spade	12%
4	Coach	12%
5	Gucci	6%

Top Shopping Websites

1	Amazon	53%
2	Nike	5%
3	Urban Outfitters	2%
4	Shein	2%
5	lululemon	2%

Top Beauty Destinations

1	Ulta	39%
2	Sephora	24%
3	Target	8%
4	Walmart	8%
5	Amazon	4%

Top Cosmetics Brands

1	Tarte	11%
2	Maybelline	9%
3	Too Faced	7%
4	e.l.f.	5%
5	Fenty Beauty	5%
6	Morphe	5%

Key Takeaways

- The survey was conducted from February 17 – March 27 with several teens taking it while quarantined at home
- Teen "self-reported" spending contracted this Spring by 13% Y/Y & 4% sequentially to \$2,300—lowest since Fall 2011
- 47% of teens believe the economy is getting worse—vs. 32% in Fall 2019 & 28% in Spring 2019
- Food continues to be teens' No. 1 wallet priority at 25% share up from 23% in Fall
- Chick-fil-A is No. 1 restaurant (again, trumping Starbucks despite double-digit share); Chipotle gained nicely
- 53% of teens agree they prefer healthy snacks, but fruit/nuts/yogurt were <5% of "favorite snack" mentions
- Video games is 8% of total teen wallet in-line with last year; 59% expect to purchase a NextGen console
- Cosmetics spending for females hits 10-year low with spending down >26% Y/Y to \$103/year
- Ulta solidified its lead as No. 1 beauty destination against Sephora; Amazon remains a top-five beauty destination
- 53% of teens cite Amazon as their No.1 favorite e-com site vs. 50% LY; Prime adoption at 80% vs. 76%
- Teens spend 33% of their daily video consumption on Netflix followed by YouTube at 31%; Disney+ debuts at 7%
- lululemon hits new survey peak as No. 6 apparel brand; Nike gains share as No. 1 apparel & footwear brand
- Handbag spending hits survey-low (\$89/year); EU luxury gaining share with Louis Vuitton strengthening its No. 2 rank
- 85% of teens own an iPhone and 88% expect an iPhone to be their next phone, both new all-time highs
- Instagram remains the most frequented social media platform for the fourth consecutive survey; TikTok debuts in third spot
- Teens care about social/political issues naming the environment as No. 1; Coronavirus took the No. 2 spot
- Teens' favorite celebrity is Kevin Hart and most followed influencer on social media David Dobrik, unchanged from Fall

Top Skincare Brands

1	Neutrogena	16%
2	Mario Badescu	10%
3	Cetaphil	7%
4	Clean & Clear	6%
5	Clinique	4%

PIPER | SANDLER

Realize the power of partnership.

ENTERTAINMENT



SOCIAL



FOOD



Top Celebrities

1	Kevin Hart
2	LeBron James
3	Dwayne "The Rock" Johnson
4	Billie Eilish
5	Ariana Grande

Top Influencers

1	David Dobrik
2	LeBron James
3	Kylie Jenner
4	Donald Trump
5	Charli D'Amelio

Top Social Causes

1	Environment	16%
2	Coronavirus	11%
3	Abortion	8%
4	Gun Control	7%
5	Racial Equality	6%

Top Restaurants

1	Chick-fil-A	22%
2	Starbucks	12%
3	Chipotle	8%
4	McDonald's	5%
5	Dunkin Donuts	4%

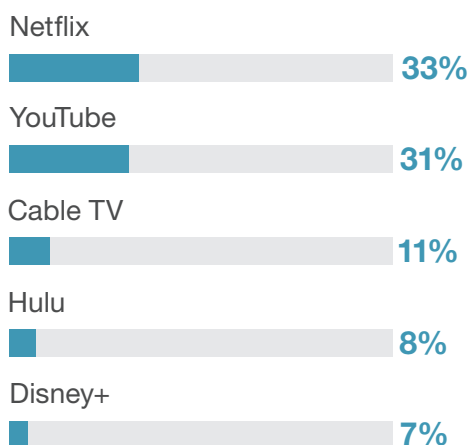
Top Snacks

1	Lays	10%
2	Goldfish	8%
3	Cheez-It	7%
4	Doritos	6%
5	Cheetos	6%

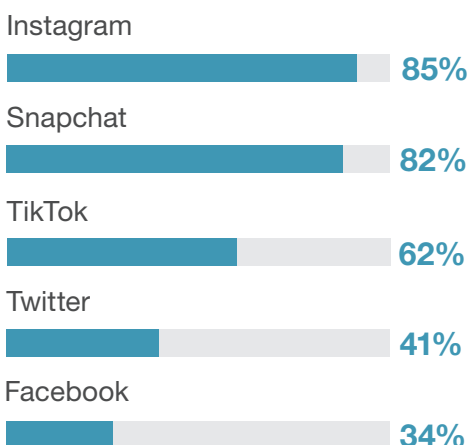
TECHNOLOGY & SOCIAL MEDIA



Daily Video Consumption



Social Media Engagement



Teens Surveyed

5,200

41 U.S. States

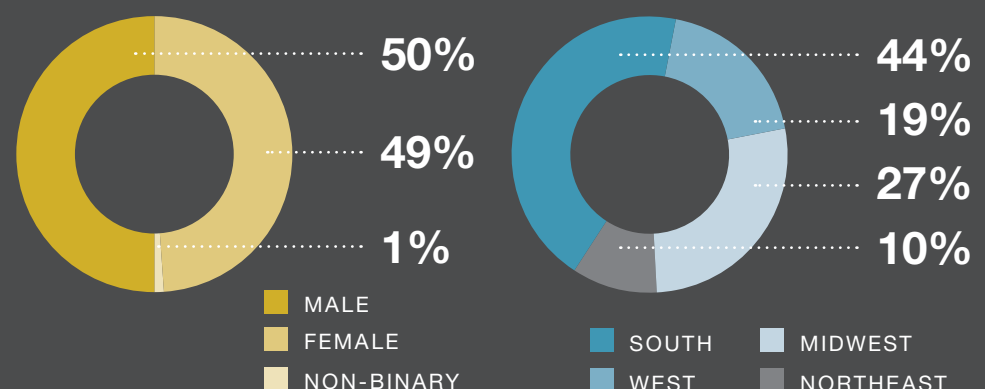
\$65,600



16.2

Average Age

Average Household Income



Piper Sandler Sr. Research Analysts

Erinn Murphy
Global fashion & lifestyle brands

Nicole Miller Regan
Restaurants and branded hospitality

Michael Lavery
Food, tobacco & cannabis

Yung Kim
Entertainment technology

Harsh Kumar
Semiconductors