

- Teen “self-reported” spending was down 1% Y/Y to \$2,316, and down 4% vs. from spring '23; parent contribution was 62% vs. 60% last spring '23
- Males led the increase in teen spending, with upper income male spend up 11% Y/Y and up 11% vs. spring '23, while female spend was down 8% Y/Y and down 2% vs. spring '23
- Female fashion spend was down 7% Y/Y with lower spend across apparel (-9% Y/Y) and shoes (-5% Y/Y), offset by strength in accessories spend (+8% Y/Y)
- For upper-income teens, food was the No. 1 wallet priority for male spending at 25% share, while clothing remains at the top of the female wallet share at 28%, down 260 bps vs. last fall '22 when female clothing wallet share peaked at 30%
- Since fall '22, shopping channel preferences have shifted toward off-price (+545 bps Y/Y) and online only e-tailers (+121 bps Y/Y) and away from specialty, discount, and outlet dropped (-162 bps Y/Y, -440 bps Y/Y, and -81 bps Y/Y, respectively)
- The core beauty wallet (cosmetics, skincare, fragrance) stood at \$324/year (+23% Y/Y), led by cosmetics (+33% Y/Y)
- Cosmetics held the highest priority of beauty spending at \$127, the highest level seen since '19
- Weekly usage of VR devices declined to ~10% from ~14% in spring '23. But 31% of teens now own a VR device, up from 29% spring '23
- Video games are 11% of male teen wallet share (vs. 12% fall '22), and 33% expect to purchase a NextGen console within two years
- SQ’s Cash App ranked No. 1 for most preferred peer-to-peer money transfer app at 50% vs. PYPL’s Venmo at 36%
- For BNPL, teens said they used PayPal “Pay in 4” most frequently, followed by SQ’s Afterpay
- Apple Pay ranked No. 1 for payment apps used within the last month at 42%; followed by Cash App at 27%
- New Balance surpassed Vans as the No. 4 favorite footwear brand, New Balance gained ~200 bps of mindshare Y/Y while Vans lost ~350 bps of mindshare Y/Y

- Crocs ranked No. 6 and Hey Dude ranked No. 7 favorite footwear brand among all teens, gaining ~30 bps and ~50 bps of mindshare Y/Y respectively
- On Running and Hoka One One were the No. 8 and No. 13 favorite footwear brands respectively for all teens, and the No. 5 and No. 3 favorite athletic footwear brands for upper income teens respectively
- Specialty retail for beauty purchases reached the highest level yet at 79%, and mass/dept/drug reached a new low of 11%
- Sephora surpassed Ulta for the No. 1 preferred beauty shopping destination (Ulta at No. 2) and held the strongest loyalty membership at 67% (Ulta at 60%)
- Chick-fil-A remains the No. 1 favorite restaurant at 16% share, followed by Starbucks (13%), and McDonald’s (9%)
- Teens that consume or are willing to try plant-based meat hits all time low with 35% in fall '23 vs. 49% in spring '21
- Teens report highest intentions to eat more or the same amount of MDLZ’s Clif Bar; CPB’s Goldfish remain most preferred snack brand
- Monster (28%), Red Bull (23%) and Celsius (16%) are teens’ favorite energy drink brands; Celsius at 16% is well above its ~10% market share
- 70% of teens have used Spotify over the last six months (up from 68%), with 46% of teens opting to subscribe/pay for Spotify (up from 44%)
- TikTok improved slightly as the favorite social platform (38% share) by 80 bps vs. spring '23. SNAP was No. 2 with 28% share, followed by Instagram (23%)
- Teens spend 28.7% of daily video consumption on Netflix (-220 bps vs. spring '23) and 29.1% on YouTube (+100 bps vs. spring '23)
- Mobile device remains the No. 1 preferred method for customer service interactions (50% share); Text/SMS shows the best multi-year gains

**No. 1**

e.l.f. remains the No. 1 cosmetics brand, increasing 13 points Y/Y to 29% for female teens

**No. 1**

Nike remains the No. 1 brand for all teens in both apparel (35%) and footwear (61%)

**87%**

of teens own an iPhone; 88% expect an iPhone to be their next phone; 34% own an Apple Watch

**55%**

of teens cite Amazon as their No. 1 favorite e-comm site; SHEIN, Nike, GOAT, and Temu took spots No. 2-5

**9,193**

TEENS SURVEYED

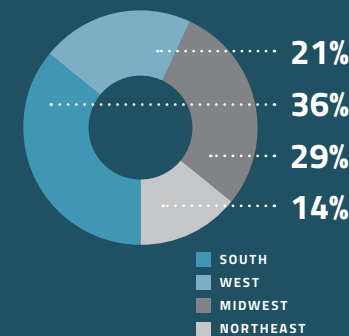
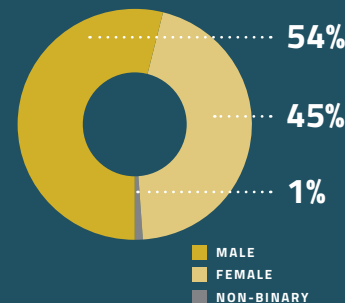
**49**

U.S. STATES



**15.7**

AVERAGE AGE



**\$70,725**



AVERAGE HOUSEHOLD INCOME

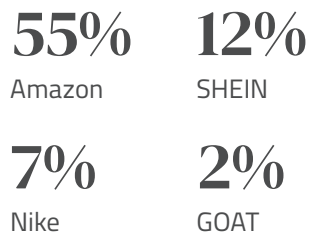
**37%**



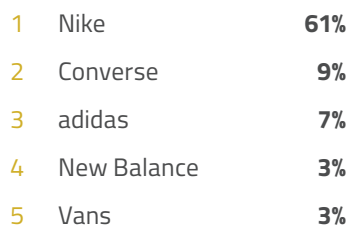
TEENS CURRENTLY PART-TIME EMPLOYED

## CLOTHING & FOOTWEAR

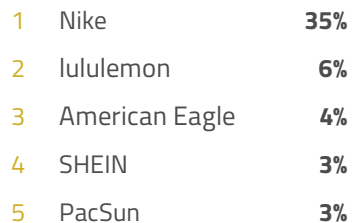
### Top Shopping Websites



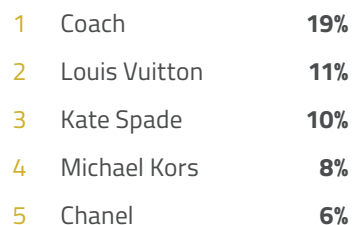
### Top Footwear Brands



### Top Clothing Brands



### Top Handbag Brands

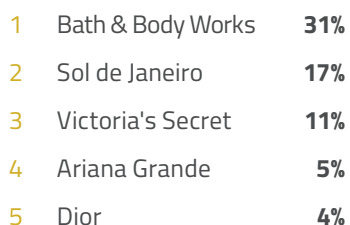


## BEAUTY

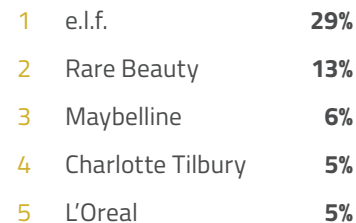
### Top Beauty Destinations



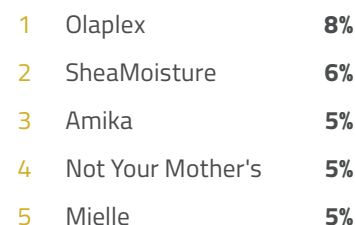
### Top Fragrance Brands



### Top Cosmetics Brands



### Top Haircare Brands



### Top Skincare Brands

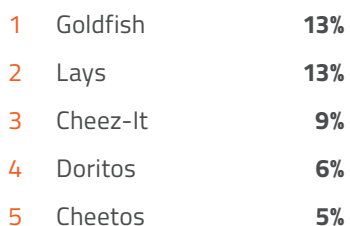


## FOOD

### Top Restaurants



### Top Snacks

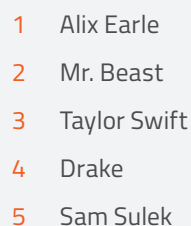


## ENTERTAINMENT

### Top Celebrities

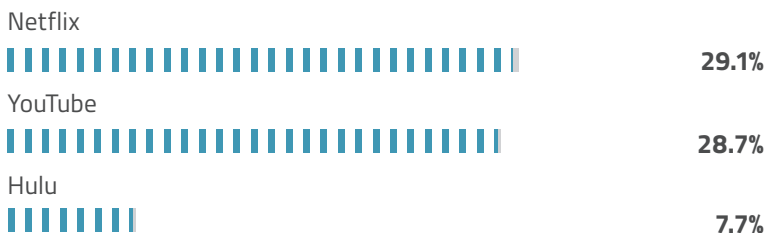


### Top Influencers

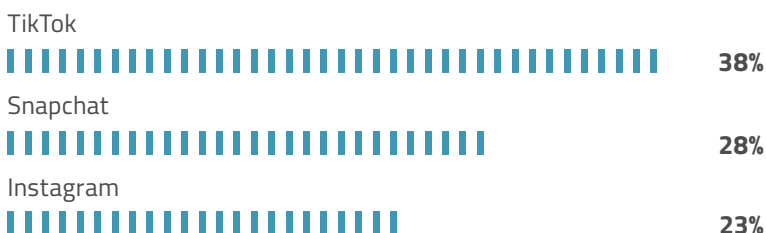


## TECHNOLOGY & SOCIAL MEDIA

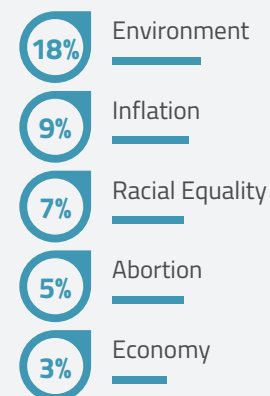
### Daily Video Consumption



### Top Social Media Platforms



## SOCIAL CAUSES



## Sr. Research Analysts

- Edward Yruma** – Global Lifestyle Brands, Retail & Digital Disruptors
- Abbie Zvejnieks** – Global Lifestyle Brands, Athletic & Footwear
- Korinne Wolfmeyer** – Beauty & Wellness
- Michael Lavery** – Consumer Staples
- Tom Champion** – Internet
- Harsh Kumar** – Semiconductors
- James Fish** – Cloud Automation Software
- Kevin Barker** – Financial Technology
- Jason Bednar** – Orthodontics
- Matt Farrell** – Vertical Marketplaces
- Brian Mullan** – Restaurants