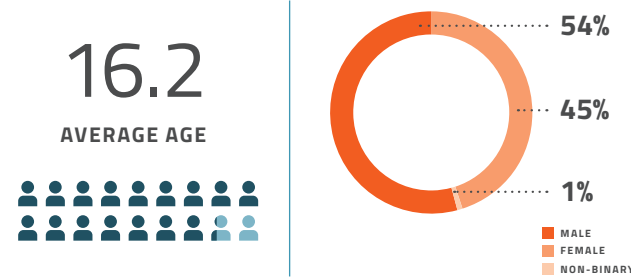
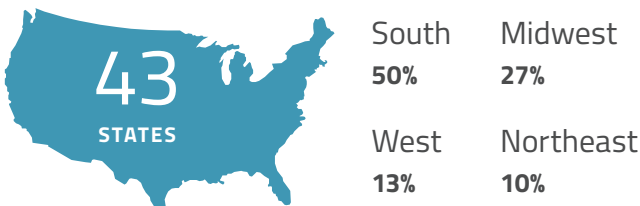


TAKING STOCK WITH TEENS

6,455 TEENS SURVEYED | \$65,995 AVERAGE HOUSEHOLD INCOME



37% TEENS CURRENTLY PART-TIME EMPLOYED



Survey conducted online between February 10, 2025 through March 24, 2025.

PIPER SANDLER SR. RESEARCH ANALYSTS

- | | |
|---|--|
| Korinne Wolfmeyer
Beauty & Wellness | Anna Andreeva
Footwear, Softlines & Global Brands |
| Michael Lavery
Packaged Food & Beverages | Peter Keith
Hardlines & Broadlines |
| Brian Mullan
Restaurants & Food Distribution | Tom Champion
Internet |
| James Fish
Cloud Automation Software | Harsh Kumar
Semiconductors |
| Jason Bednar
Orthodontics | |

Source: Piper Sandler & Co., company reports
Piper Sandler & Co. Member SIPC and NYSE. 4/25

BEAUTY

TOP BEAUTY DESTINATIONS

- 1 Sephora 38%
- 2 Ulta 26%
- 3 Bath & Body Works 7%

TOP COSMETICS BRANDS

- 1 e.l.f. 35%
- 2 Rare Beauty 9%
- 3 Maybelline 6%

TOP SKINCARE BRANDS

- 1 CeraVe 32%
- 2 The Ordinary 11%
- 3 La Roche-Posay 8%

TOP FRAGRANCE BRANDS

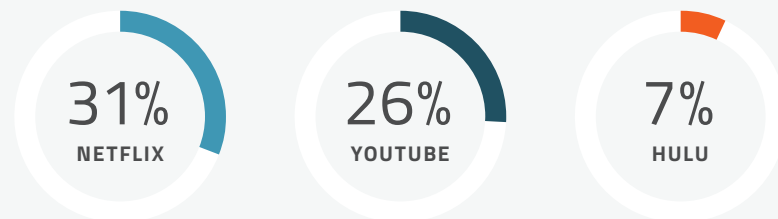
- 1 Bath & Body Works 20%
- 2 Sol de Janeiro 18%
- 3 Victoria's Secret 10%

TOP HAIRCARE BRANDS

- 1 Amika 9%
- 2 Not Your Mother's 8%
- 3 Olaplex 5%

TECHNOLOGY & SOCIAL MEDIA

DAILY VIDEO CONSUMPTION



TOP SOCIAL MEDIA PLATFORMS

- 1 TikTok 47%
- 2 Instagram 28%
- 3 Snapchat 14%

CLOTHING & FOOTWEAR

TOP SHOPPING WEBSITES (UPPER INCOME TEENS)

- 1 Amazon 52%
- 2 Nike 6%
- 3 SHEIN 5%

TOP CLOTHING BRANDS

- 1 Nike 28%
- 2 Hollister 8%
- 3 American Eagle 6%

TOP FOOTWEAR BRANDS

- 1 Nike 49%
- 2 Adidas 8%
- 3 UGG 6%

TOP HANDBAG BRANDS

- 1 Coach 35%
- 2 Kate Spade 8%
- 3 Louis Vuitton 7%

FOOD

TOP CHAIN RESTAURANTS

- 1 Chick-fil-A 17%
- 2 McDonald's 11%
- 3 Chipotle 10%

TOP SNACKS

- 1 Lays 13%
- 2 Goldfish 9%
- 3 Doritos 8%

TOP ENERGY DRINKS

- 1 Red Bull 29%
- 2 Monster 26%
- 3 Alani Nu 17%

TOP BEVERAGE BRANDS

- 1 Dr Pepper 10%
- 2 Coca-Cola 9%
- 3 Gatorade 7%

KEY TAKEAWAYS

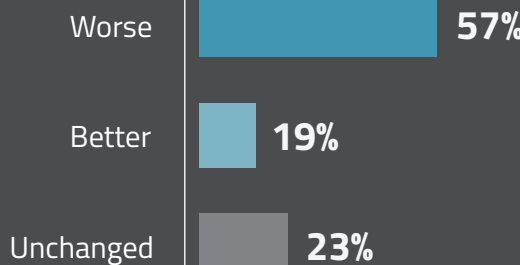
TEEN "SELF REPORTED" SPENDING WAS

\$2,388 (+6% Y/Y)

THE CORE BEAUTY WALLET REACHED THE HIGHEST LEVEL EVER AT

\$374 (+10% Y/Y)

TEEN OUTLOOK ON ECONOMIC TRENDS



CELEBRITIES

- 1 LeBron James
- 2 Adam Sandler
- 3 Taylor Swift
- 4 Drake
- 5 Kevin Hart

INFLUENCERS

- 1 LeBron James
- 2 Alix Earle
- 3 MrBeast
- 4 Kai Cenat
- 5 CoryxKenshin