Skeepers

From Stars to *Sales*

Ratings & Reviews Matter

Kids ULTRA PLAY Football Boots

★★★★★ (1689)

75€

Add to cart

Rose S ★★★★★

Durable, comfy, and stylish, perfect for young soccer stars!

Foreword

This is the world of UGC and Skeepers is at the forefront offering unparalleled insights of the new-age consumer. As the European leader in UGC, **we help shape how consumers engage with brands** and make purchase decisions.

Having orchestrated multiple successful UGC campaigns across diverse sectors, we possess a unique vantage point, providing quality data that paints a vivid picture of the market. As we unroll the first of many quarterly reports, our primary goal is to equip brands with a profound understanding of what inspires their consumers.

Our data report is built upon a robust and comprehensive methodology, delving into a vast pool of lifetime Ratings & Reviews encompassing 26 million brand and product reviews with a special focus on industries like **Fashion/Apparel, Cosmetics/Beauty, Travel, Home/Garden, Food & Beverage, Sports, and Consumer Electronics** (hereby referred to as focused industries).

The qualitative insights derived from this extensive dataset offer a panoramic view of consumer sentiments, behaviors and trends spanning from October 2021 to November 2023. We have synthesized key observations from notable periods within this dataset timeframe.

The Digital
Word-of-Mouth

About two decades ago, when ratings and reviews were not in use, **'word of mouth'** simplified purchase decisions. As the digital world started evolving, rating and reviewing became the norm. However, people continued to experience shopping in much the same way – relying on peer-to-peer suggestions.

Positive feedback from authentic sources makes it easier for consumers to believe in a brand, and they, in turn, find it more convincing to advocate for the brand. As a result, the circle of authenticity expands.
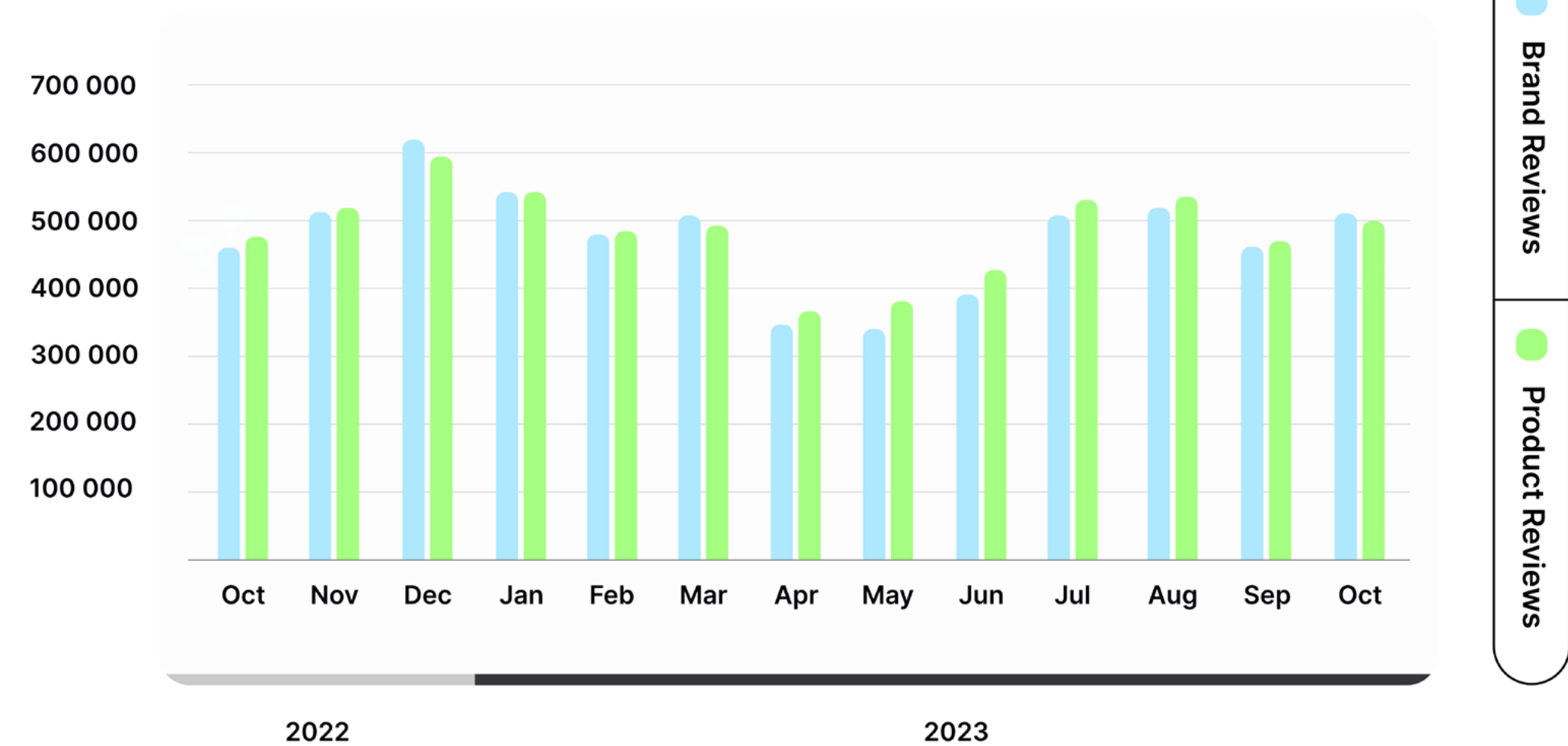
From Stars to Sales : Ratings & Reviews Matter

Industry Spotlight:
A Year-on-Year Review

The reviews gathered within our network in the past two years underscore a significant uptick in consumer reviews. Shoppers are not only swiftly converting with positive reviews but are also demonstrating increased spending. It is evident that reviews serve not only to enhance reputation but also to drive substantial revenue growth.

★★★★★
My Kids absolutely love it.

YoY Growth of Reviews

Brand Reviews

Product Reviews

700 000													
600 000													
500 000													
400 000													
300 000													
200 000													
100 000													

Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct

2022   **2023**

These **YoY trends of brand and product reviews** show that seasonal shifts and festive occasions mark variations in shopping patterns.

Early spring sees a surge, followed by a decline in early summer. As autumn unfolds, shopping gains momentum, reaching a peak from December to January. Notably, end-of-season sales, Black Friday, Christmas, New Year's, and other events significantly influence these fluctuations in shopping behavior.
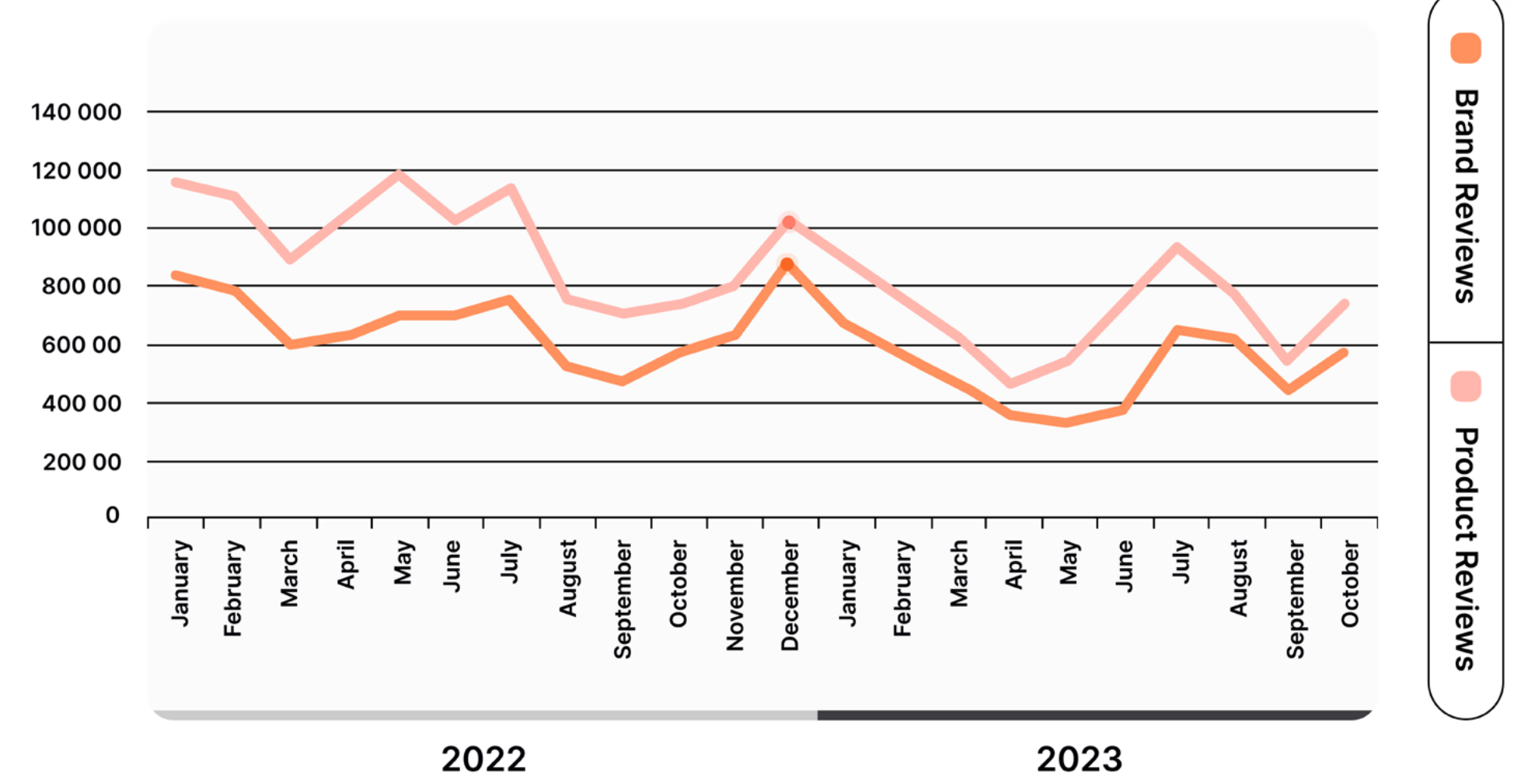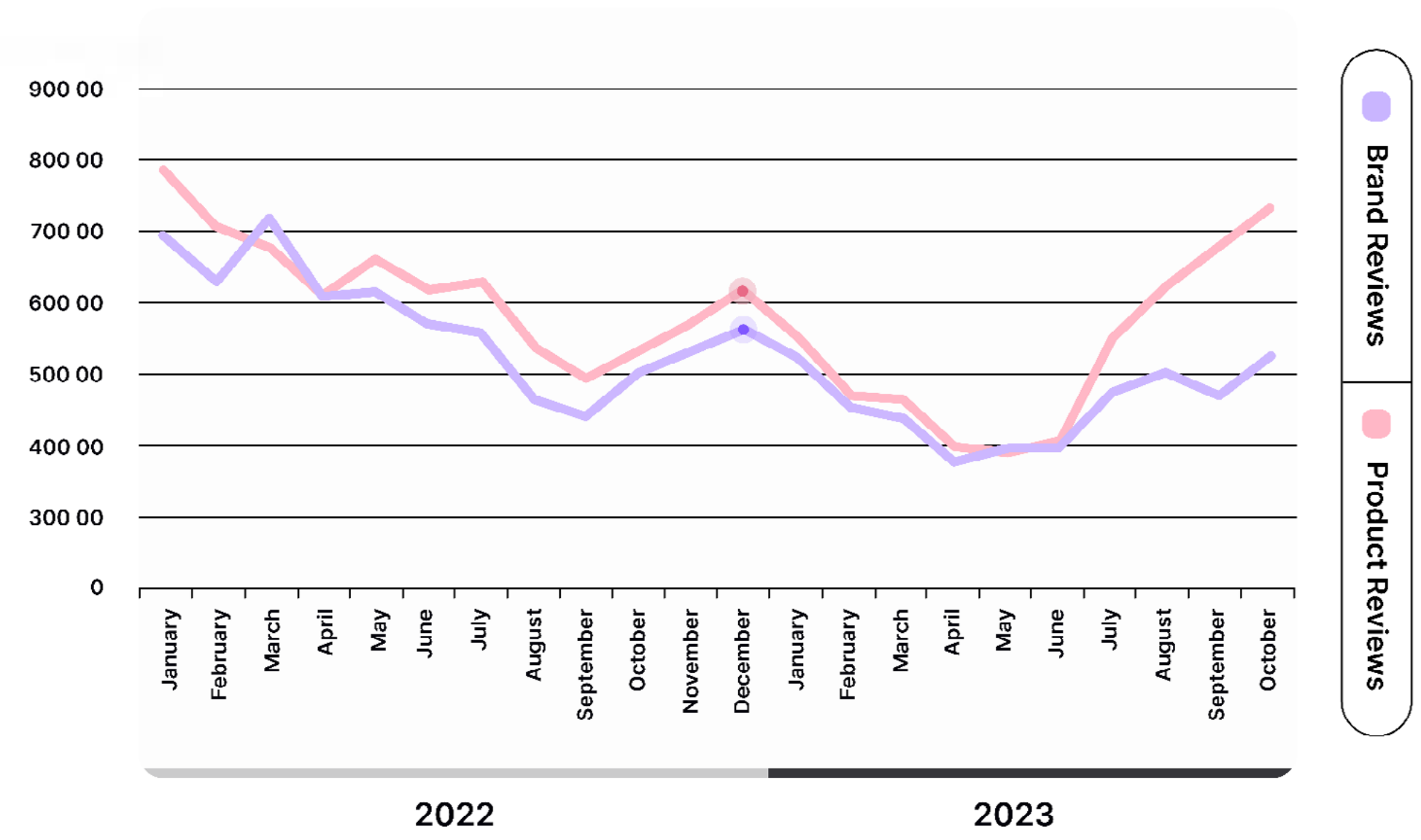
Industry Analysis of Reviews

We observed that the **Fashion** industry experienced a more significant uptick, with brand and product reviews peaking by **40%** in December compared to the annual average volume.The **Cosmetics** and **Home/Garden** industries witnessed spikes in review volume in winter and early spring as seen in the graphs.
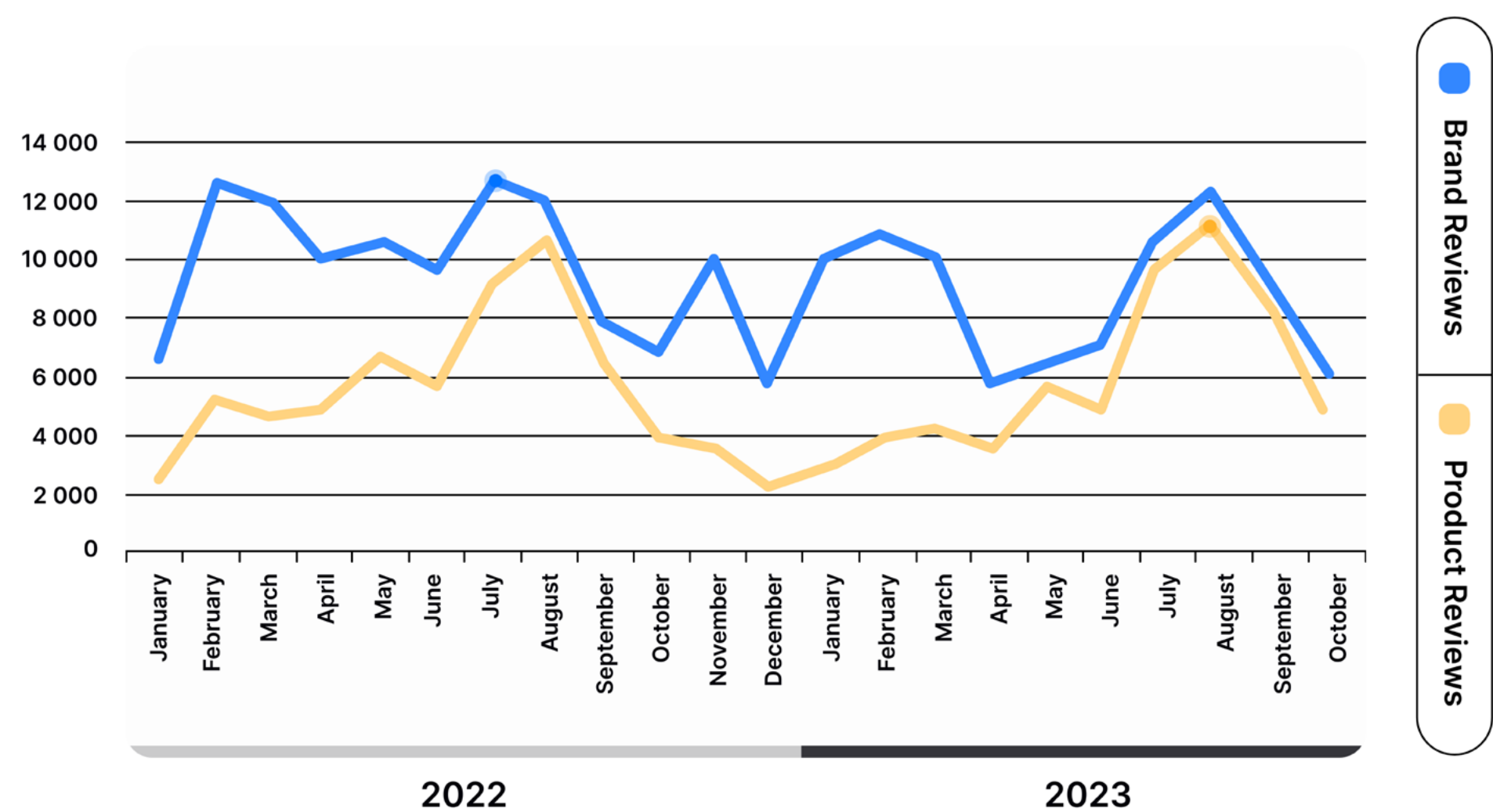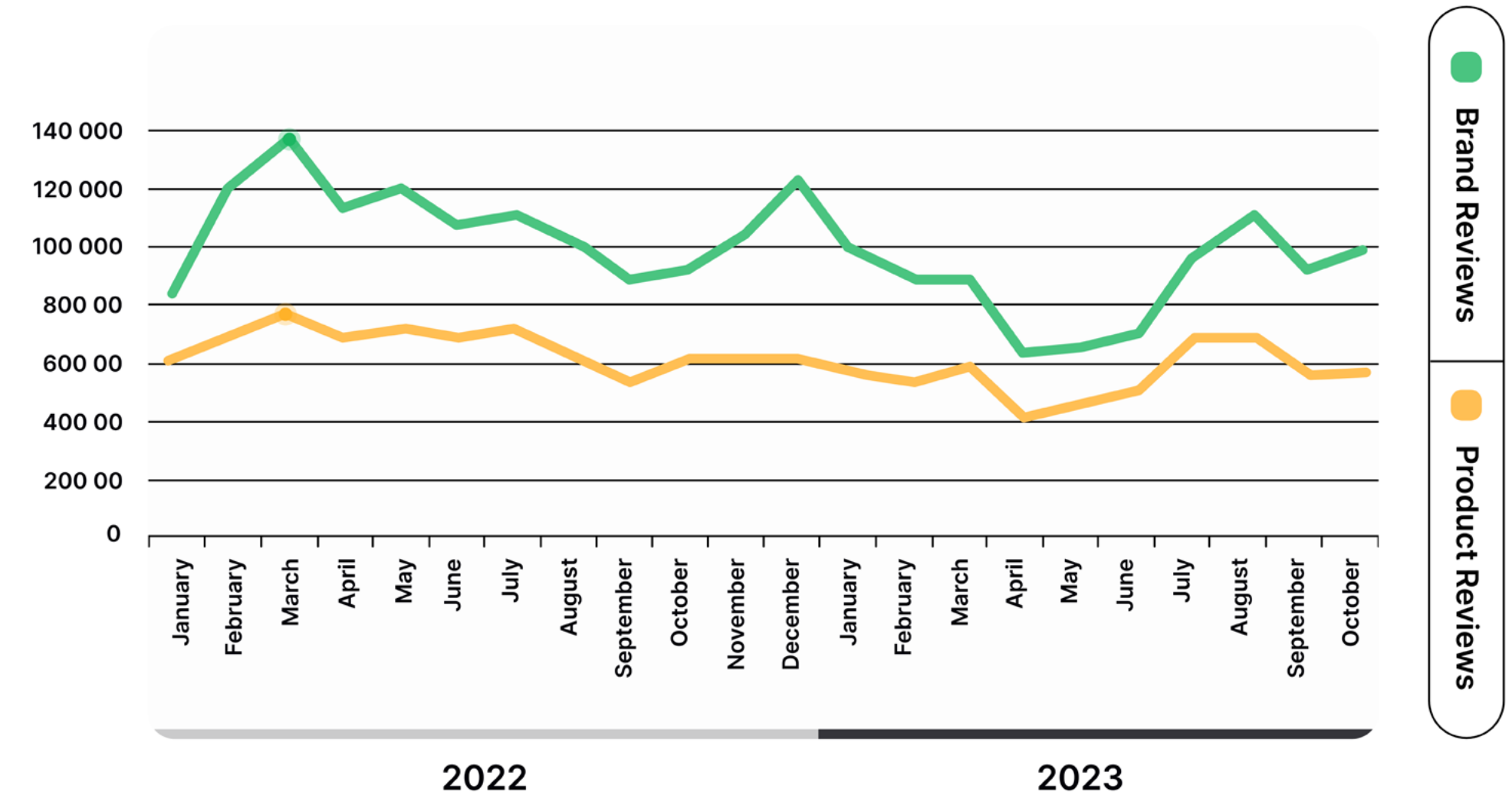

Fashion YoY Growth of Reviews

Brand Reviews
Product Reviews

140 000
120 000
100 000
800 00
600 00
400 00
200 00
0

January February March April May June July August September October November December January February March April May June July August September October

2022   **2023**

Cosmetics YoY Growth of Reviews

Brand Reviews
Product Reviews

900 00
800 00
700 00
600 00
500 00
400 00
300 00
0

January February March April May June July August September October November December January February March April May June July August September October

2022   **2023**

Camille
★★★★★
Verified Purchase

Trendy threads that make a statement for both fashion and the planet. 👗🌍

Travel — YoY Growth of Reviews

Home/Garden — YoY Growth of Reviews

In 2022, brand reviews in the Travel sector between July and August were approximately 30% higher than the annual average volume, while product reviews surged by an impressive 75% compared to the average annual volume.

These focused industry trends reveal that consumer behaviors fluctuate with seasons, impacting the volume and nature of reviews. Volume of reviews by industry during peak shopping season is a key metric to monitor.

Analyzing how review patterns fluctuate across different sectors during specific times of the year provides valuable insights. Optimizing the timing of review management campaigns during this time is crucial for brands aiming to capture relevant and timely feedback.

From Stars to Sales: Ratings & Reviews Matter

YoY Growth of Reviews

Shoppers heavily trust ratings and reviews as their top online resource for making quick and informed purchase decisions. Whether online or in-store, consumers turn to authentic reviews that enhance a brand's credibility, making the product appear reliable enough to buy.
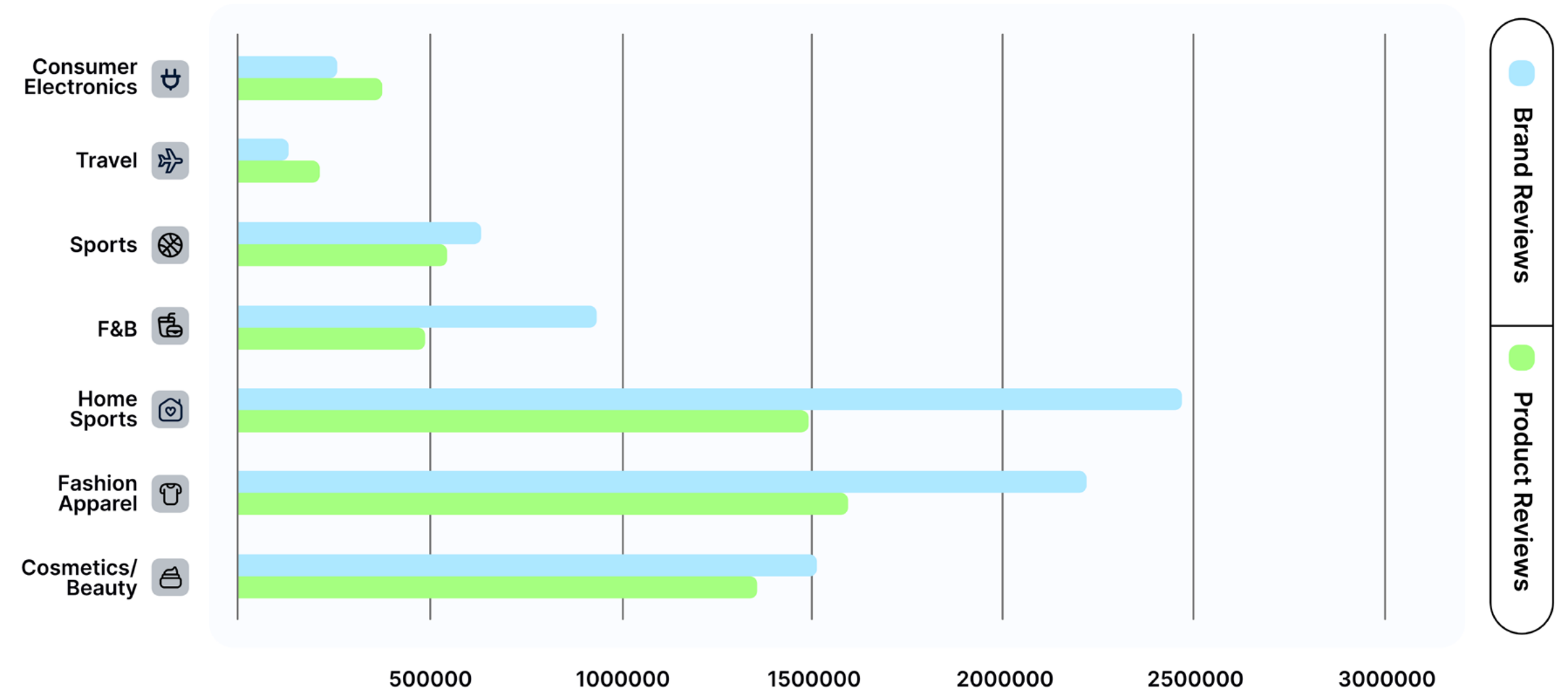
Reviews collected from October 2021 - October 2023

Brand Reviews

Product Reviews

Kiara
24 November
Paris
★★★★★
Had a wonderful journey to Germany, train was right on time definitely a perfect choice.

26M+
Total Reviews

Our **Ratings & Reviews solution** gathered over 26 million reviews, with a nearly equal distribution between brand and product reviews.

The **Home/Garden** sector garnered the most product reviews at **2.47 million,** while the **Fashion/Apparel** industry topped brand reviews with **1.6 million**

YoY Growth of Average Brand & Product Ratings

Average Brand Ratings

| | 2021 | 2022 | 2023 |

Average Product Ratings

| | 2021 | 2022 | 2023 |

The **Cosmetics/Beauty** industry, closely trailed by **Sports**, has seen a steady rise in average brand ratings, signifying continuous consumer satisfaction and favorable brand perceptions.

In contrast, both the **Cosmetics and Fashion** sector have maintained relatively stable product ratings, whereas **Home/Garden** and **Travel** have witnessed a significant decline.

*All analyses were conducted comparing the same periods within the dataset between **October 2021 to October 2023.***

From Stars to Sales: Ratings & Reviews Matter

Distribution of Brand & Product Ratings Across Focused Industries

High review volume and star ratings significantly impact shoppers' buying decisions, emphasizing the importance of both quantity and quality in consumer reviews.

★ ★ ★ ★ ★

76%
5-star Brand Rating as seen on our network

★ ★ ★ ★ ★

73%
5-star Product Rating as seen on our network

The star ratings distribution among our customers at Skeepers has been remarkable.

Brands received nearly **76% 5-star brand reviews and 73% 5-star product reviews.** Additionally, we observed that the trail is followed by 14% of 4+ star brand reviews and 17% of 4+ star product reviews.
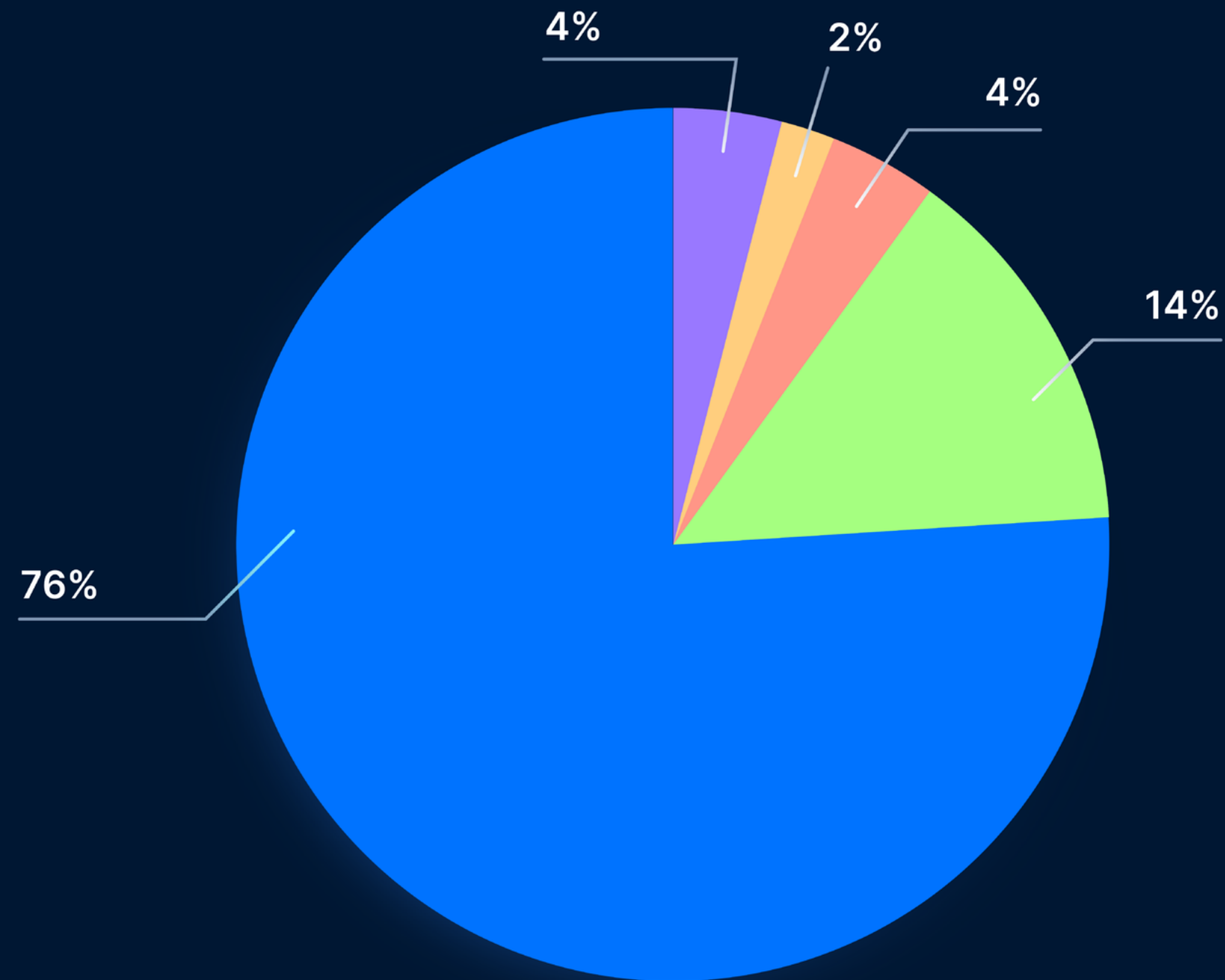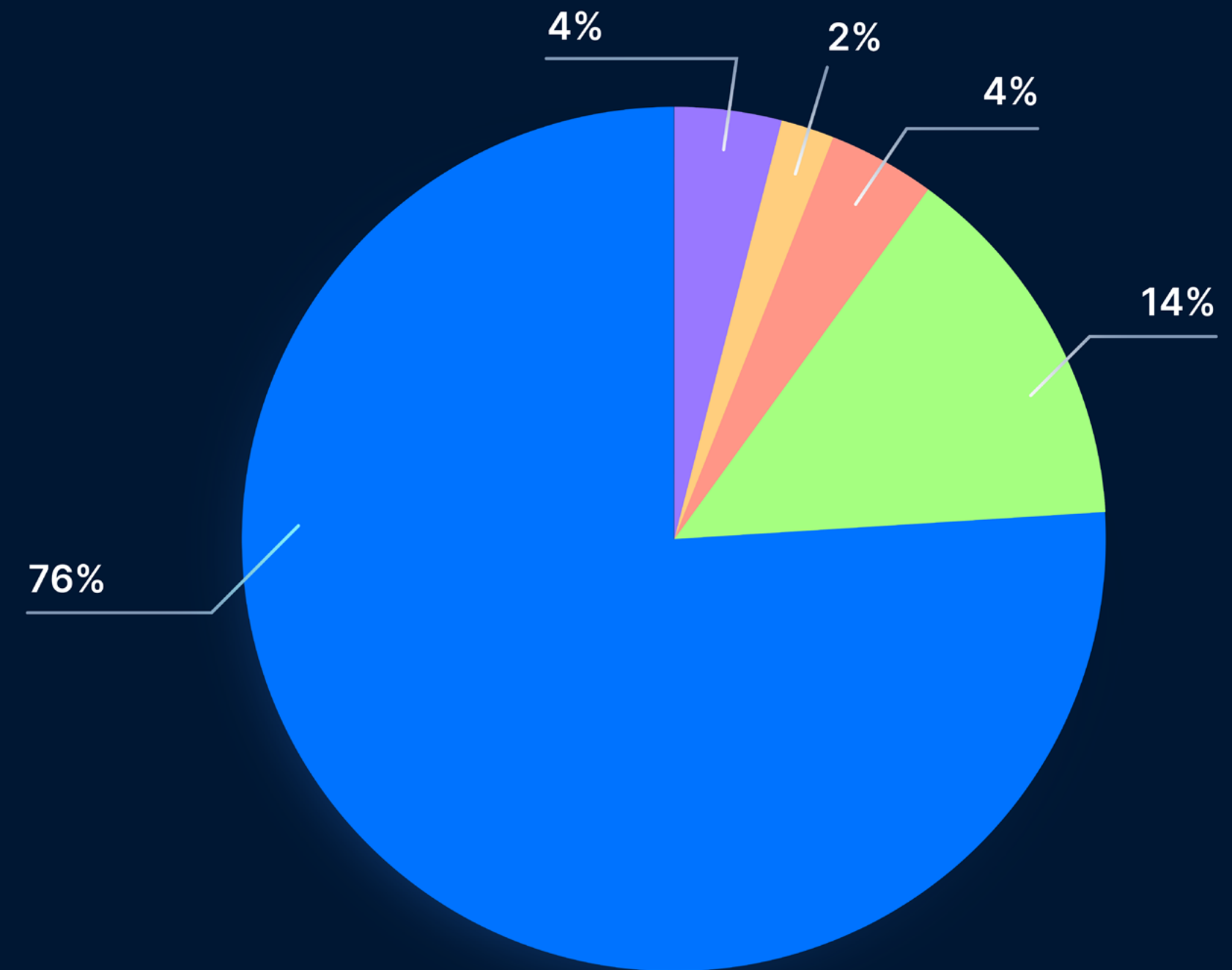
4.7 ★

Céline N
14 May 2023
Italy

★ ★ ★ ★ ★

Very good product, as expected. Very satisfied with the purchase

Distribution of **Brand Ratings** Across Industries

4%
2%
4%
14%
76%

Distribution of **Product Ratings** Across Industries

4%
2%
4%
14%
76%

| 5 Star | 4 Star | 3 Star | 2 Star | 1 Star |

Most shoppers consider customer reviews important for boosting their confidence in the decision-making process.

Reviews play a pivotal role in influencing spending decisions, with shoppers opting for a more expensive product due to positive reviews. Shockingly, negative reviews also hold significance, as consumers find them equally crucial, appreciating the comprehensive insights they offer.

By showcasing both positive and negative experiences, brands demonstrate honesty and openness, ultimately building trust with consumers who appreciate a realistic portrayal of the customer journey.

In Conclusion

Your customers are making content for you every day. They're both influenced and the influencers. According to Market Splash (2023), 52% of Gen Z rely on online advocates to make purchasing decisions.

UGC is a great example of how personal experiences and recommended content go hand in hand.

This implies that creators and brands need to adapt to meet the changing needs of their target audiences.

Reviews are not just a commodity; they drive brands to engage with their consumers, improve products and customer experiences, drive revenue, and ultimately foster customer retention.

4.7 ★