

Yandex

Яндекс
ПОИСК



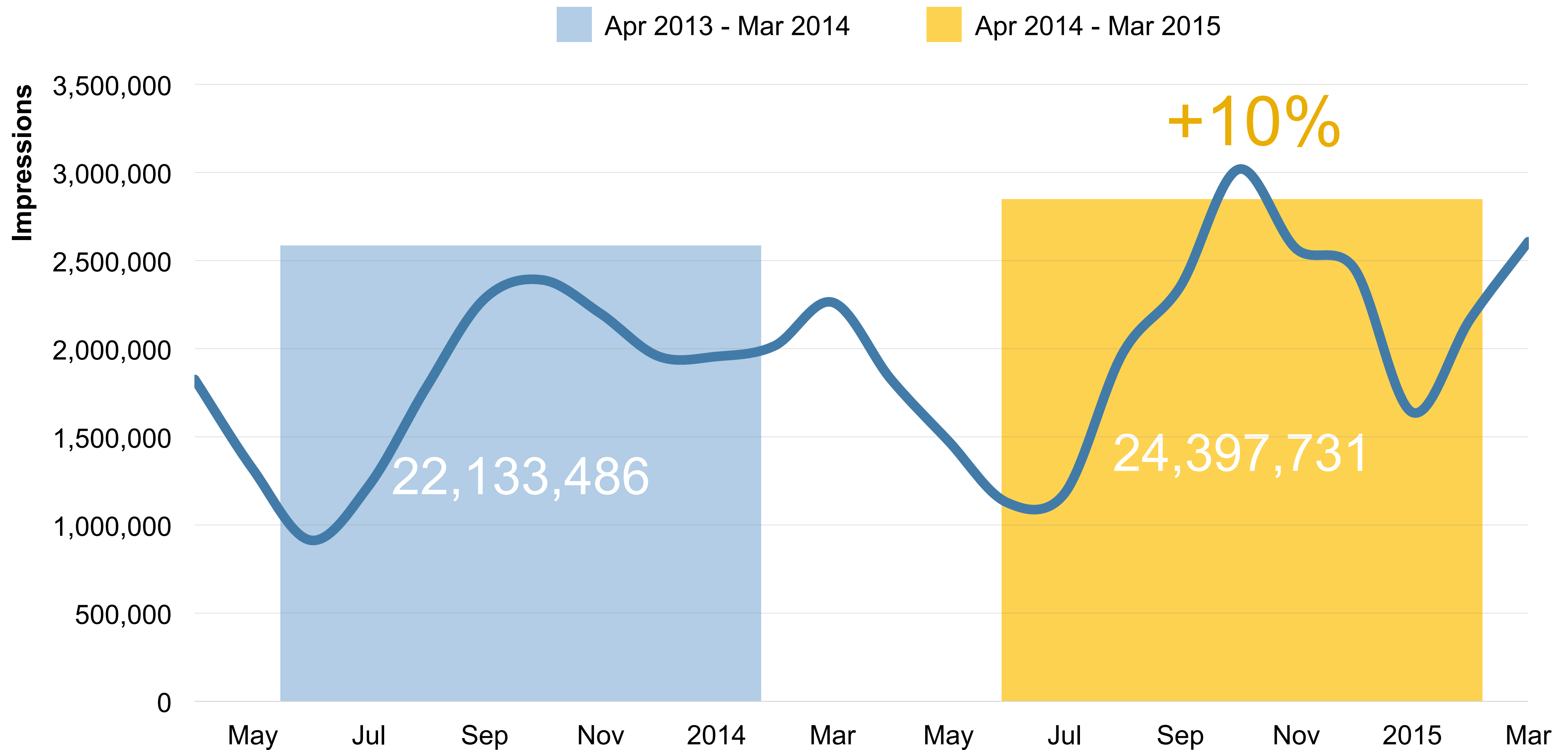
Russian Kids Fashion

Q3 2015

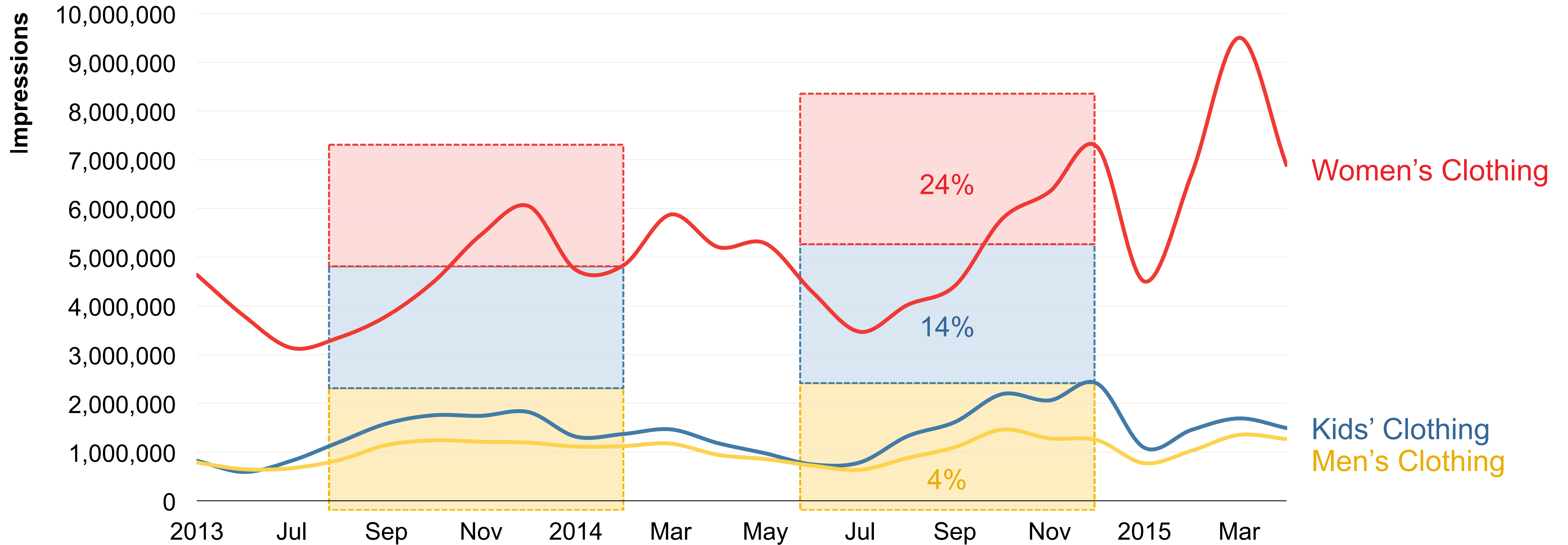
A thick yellow arrow graphic pointing to the right, with a white background inside. The text "Industry Overview" is centered within the arrow.

Industry Overview

User Interest in Kids Clothing



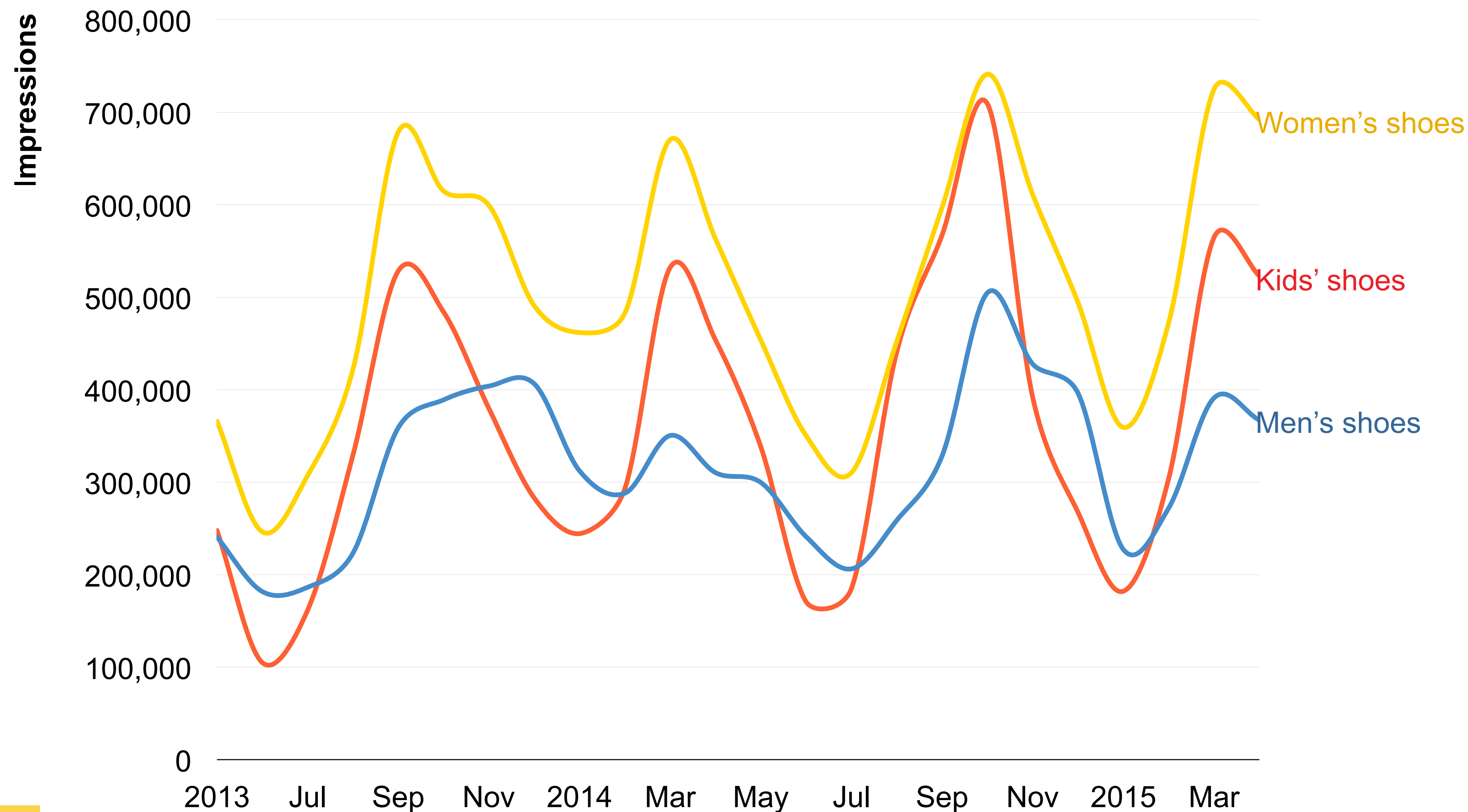
Clothing query dynamics



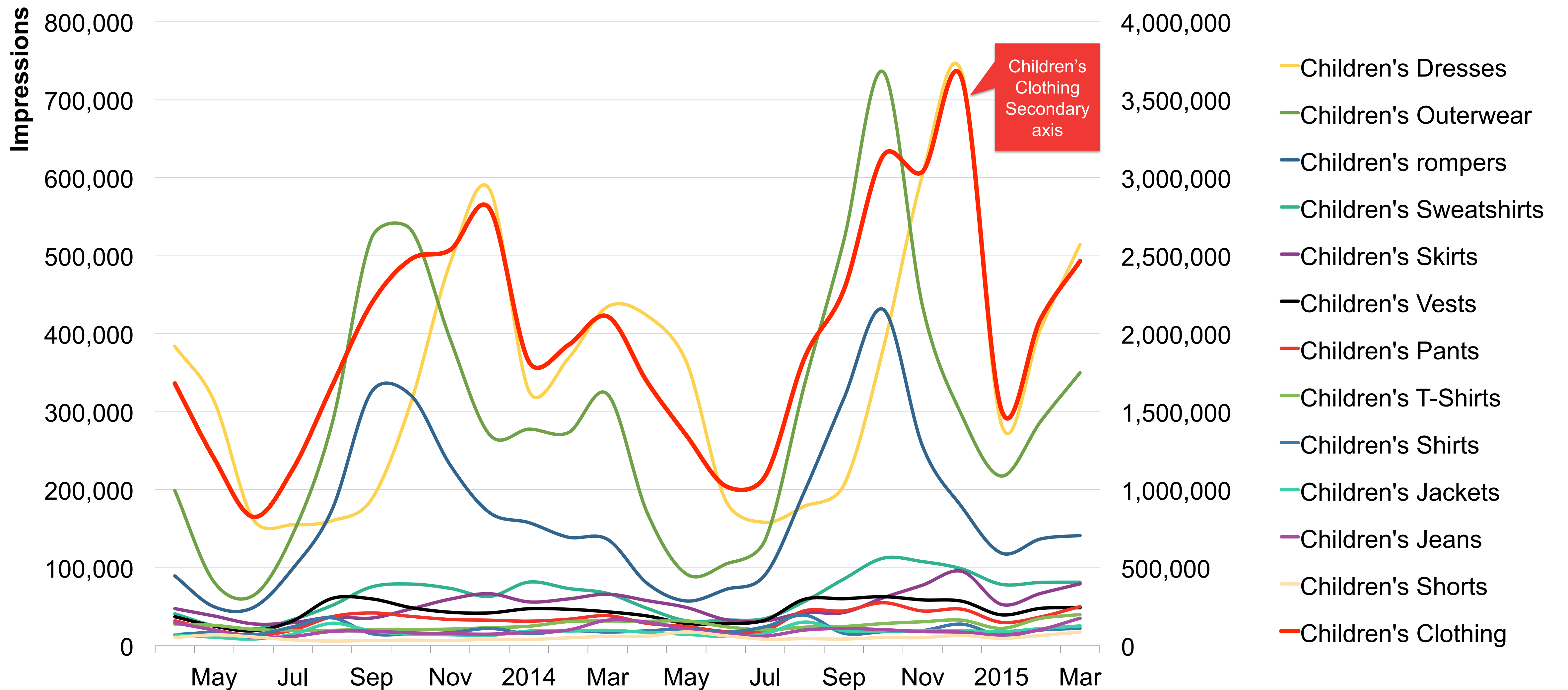
Based on Yandex worldwide searches, kids clothing grew 14% and remains a more popular category than men's clothing.

Footwear query dynamics

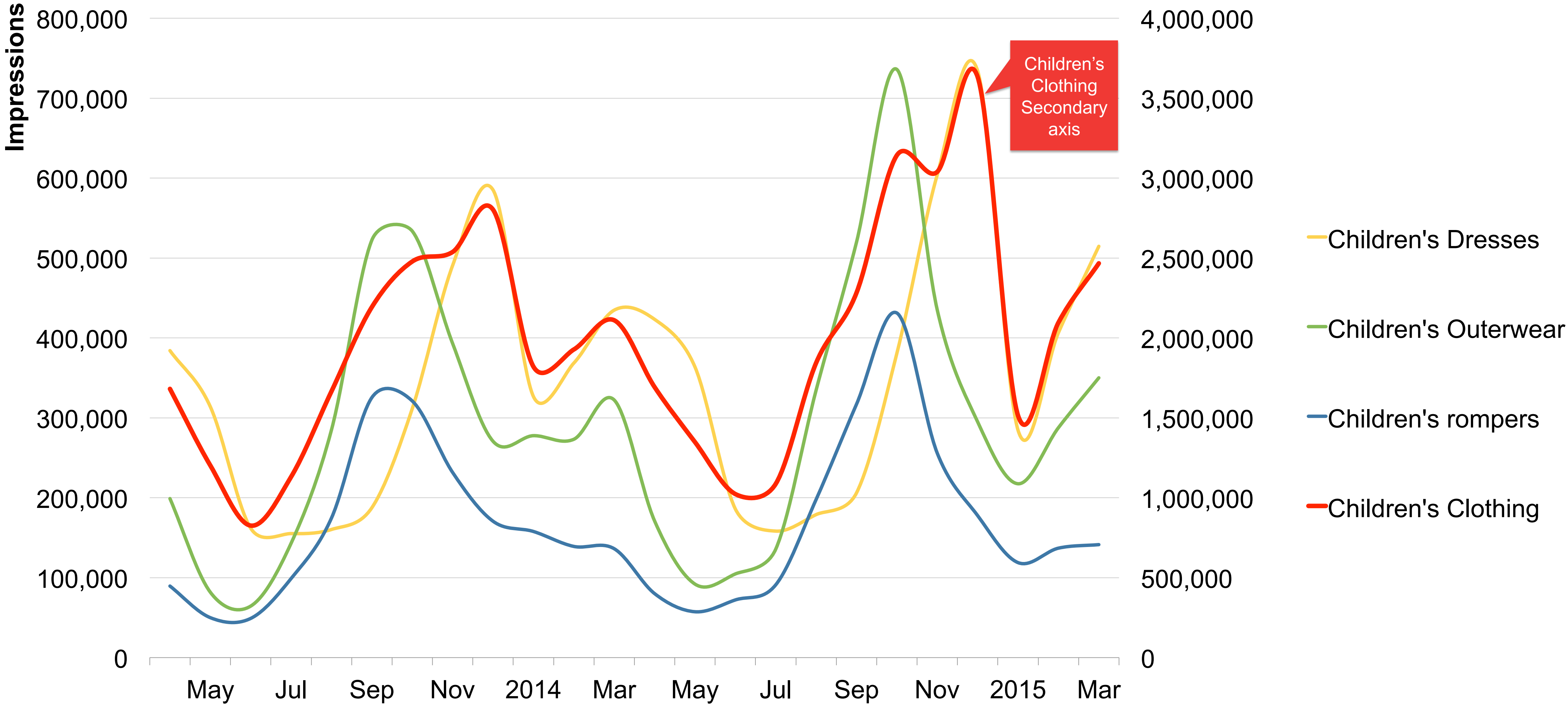
The biggest interest to the shoes is observed in spring and autumn. Number of search queries on children's and women's shoes is two times higher than in the men's.



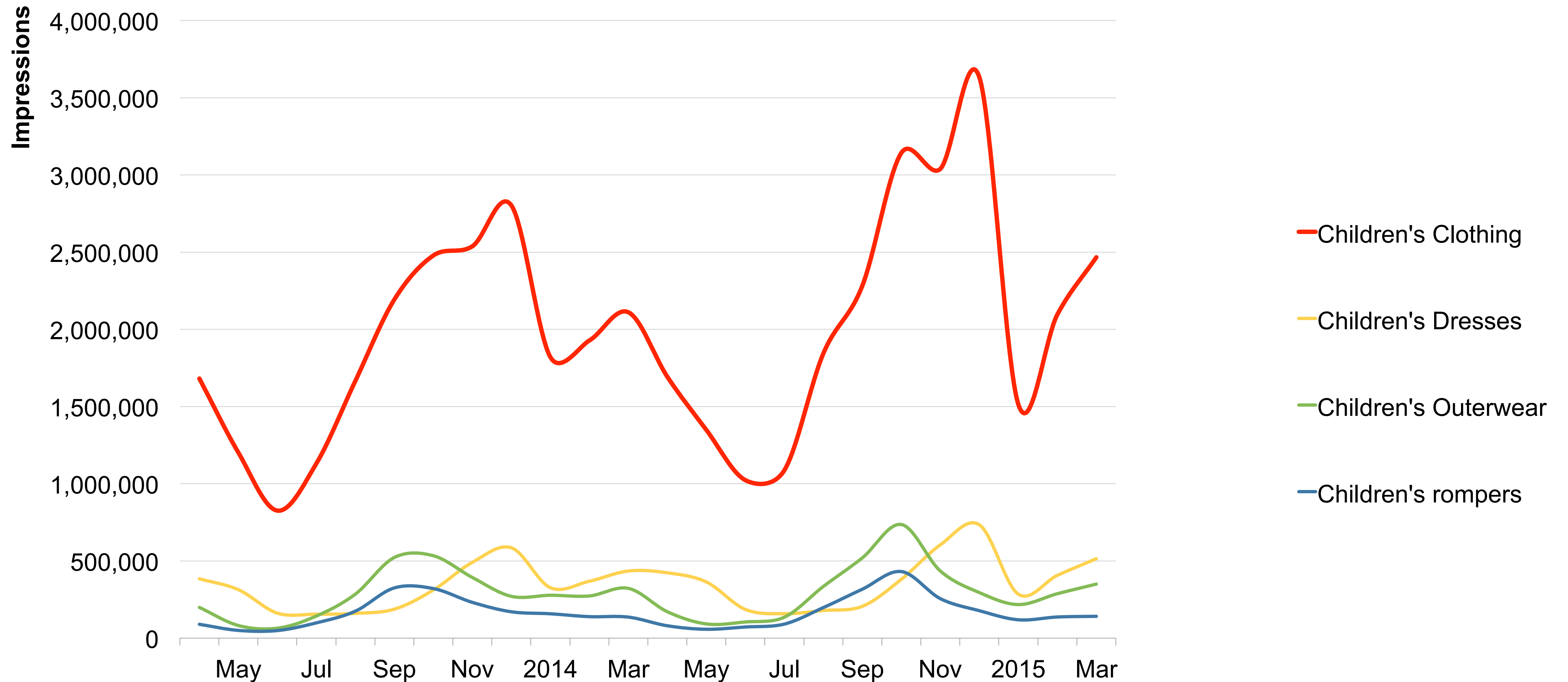
Interest towards Category



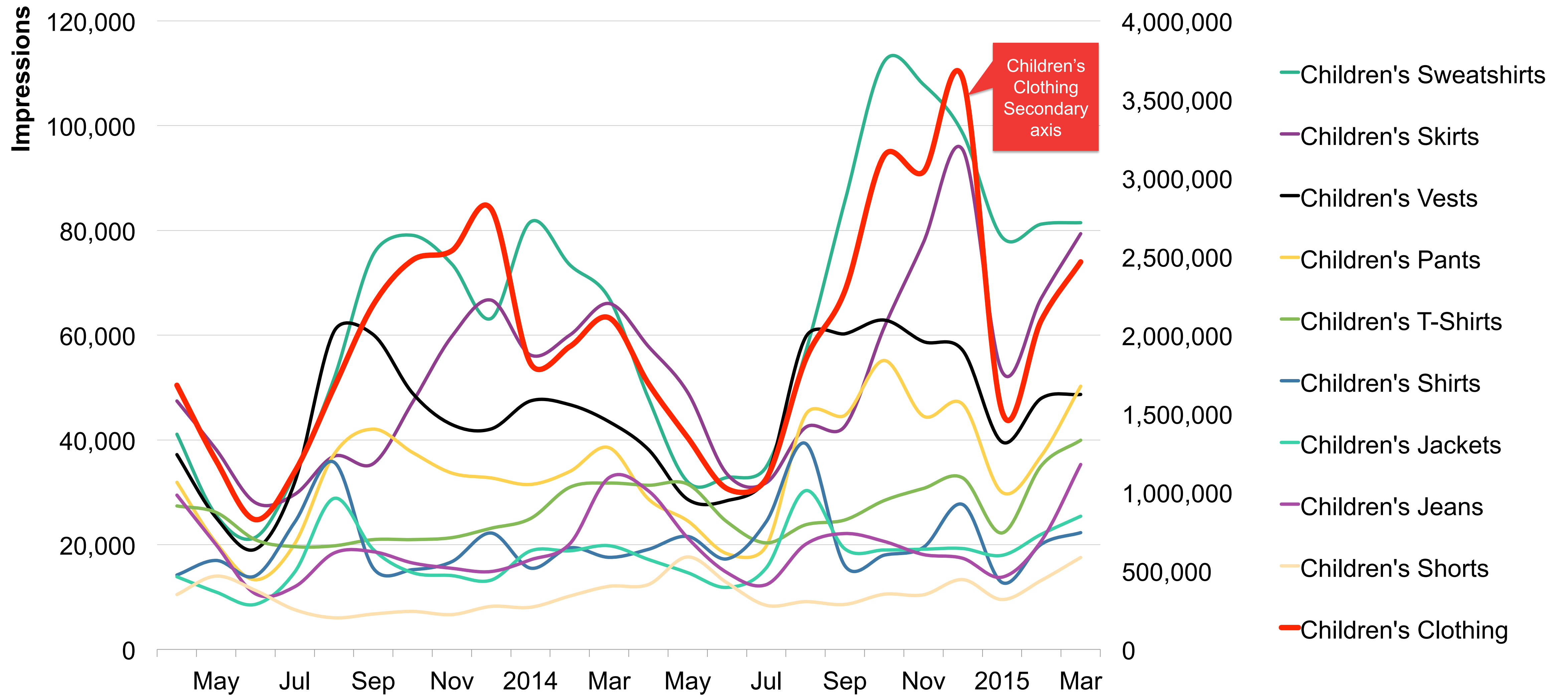
Interest towards Category – Top categories approximation

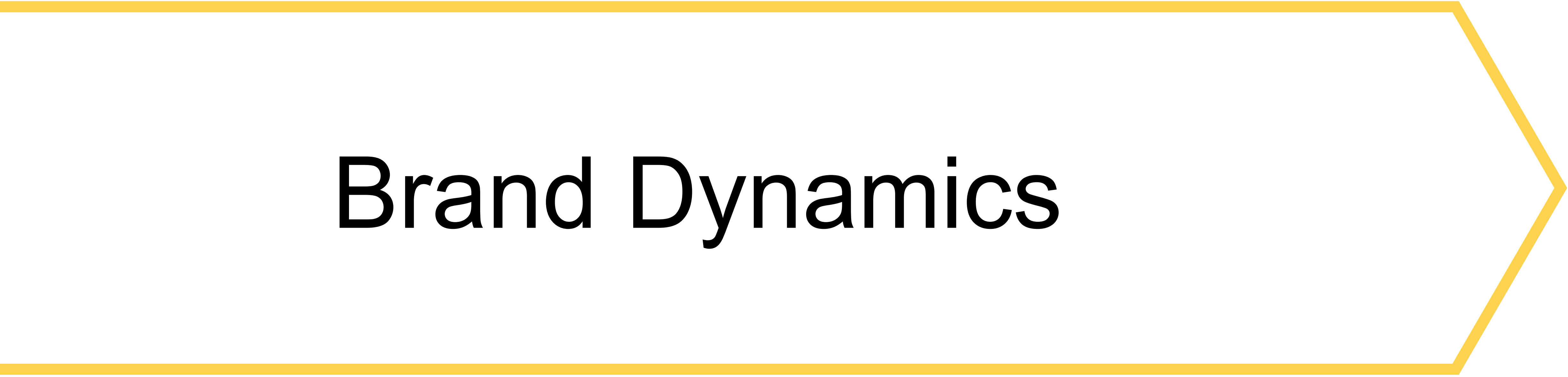


Interest towards Category – Top categories approximation



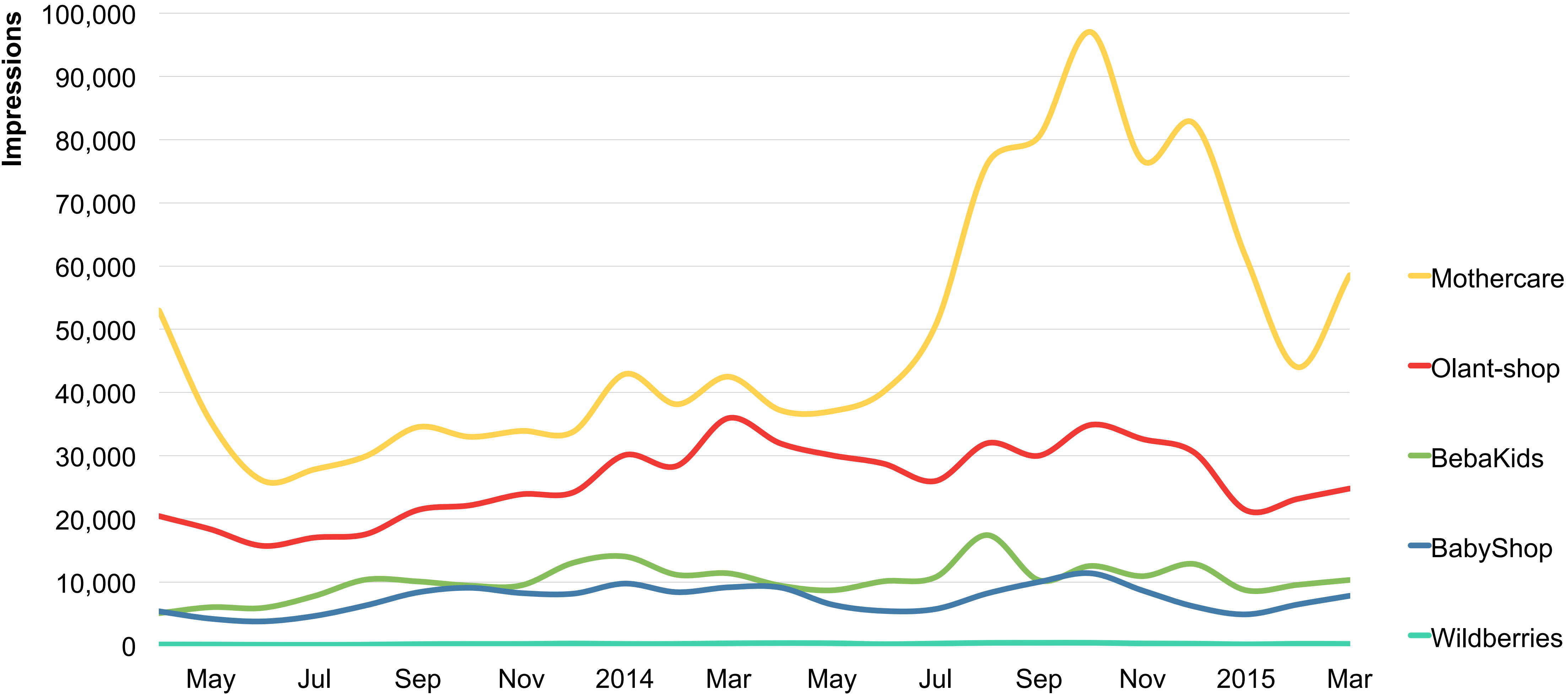
Interest towards Category – Lower categories approximation



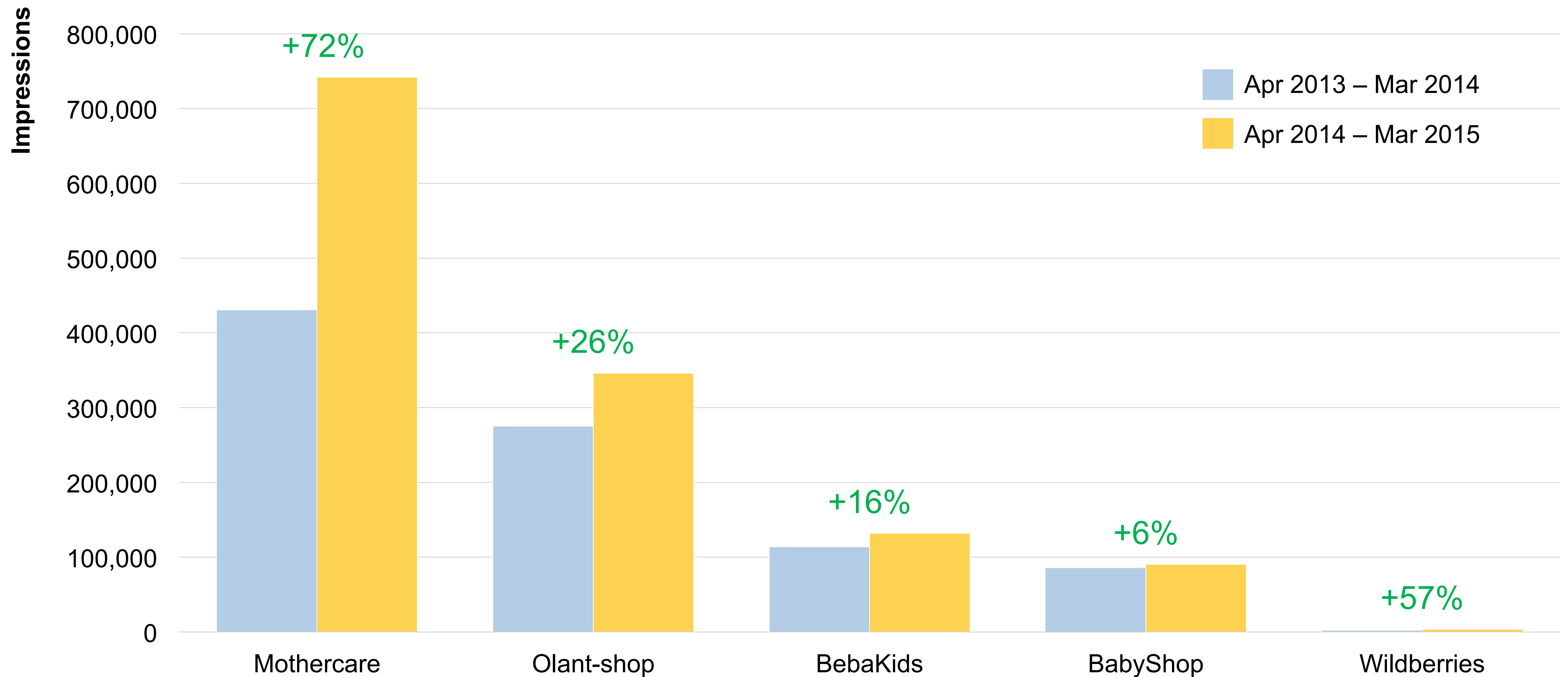
A thick yellow arrow graphic pointing to the right, with a white fill and a yellow outline. The arrow is positioned horizontally across the middle of the slide.

Brand Dynamics

Top Brand Popularity Dynamics



Variation of Users' Demand in Brands



Yandex

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Thank you!