



UK Clothing

Salience Index 2025



6 Month Report

“ This **report** is a brief
run through of digital
performance for last
6 months in the Online
UK Clothing Sector.

Want to go beyond the data within?
Speak to our team, any time, through
our site or social pages.



Editor's

2025 is here!

This year, thanks to AI, we're certain that nothing is certain.

We're already seeing marketing teams lean in even more on AI tools and software, and we're expecting higher levels of market volatility as a result. The unprecedented scope we now have to market better and faster through ever-expanding tools, particularly for lean teams, means that competition will rise, culminating in a more diverse share of voice within industries.

Yet, some marketing challenges remain from last year: the need to reduce reliance on paid channels, a renewed focus on brand performance, and better coordination between individual channels.

How will you keep tabs on the industry movements? That's where our report comes in.

The report serves to remove the blinkers on who you see as competition and, looking at all serious players in your space, give an unbiased view on organic, social & brand performance within your sector.

In addition, underperformance in any of the eleven key performance indicators provides direction on how to level up your digital performance as the year goes on.

Our next report on your industry will be in six months' time, but if you can't wait until then, get in touch any time for an assessment of the market and how you're doing

Brett Janes
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Note

We are search marketers with an edge. From data-fuelled content marketers to business and data analysts, UX designers and technical gurus, we have the skills and know-how to grow your brand in whichever direction it needs. From new site builds to market leading search campaigns, we're the go-to agency for household names, challenger brands and ambitious start-ups.

Starting in Chester as an SEO & PPC agency, we've expanded our skills and team exponentially over the last 13 years to ensure our clients' digital activities are in peak condition, from analytics to content marketing, we have the skills in-house to give your brand the competitive edge required to compete in today's digital world.



Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

Services

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Online UK Clothing Sector has seen a 10% increase in overall organic visibility within the last 6 months.

Traffic Score Year on Year

What is Organic Traffic Score in Ahrefs and how do they calculate it?

"This number is an estimation of how much organic search traffic your target website, subfolder or URL gets each month."

So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics,, however, these are accurate metrics relatively across domains. We use 3rd party tools to estimate traffic.

How it's calculated:



Ahrefs find all the keywords for which your target ranks in the top 100 organic search results.



They estimate the search traffic your target gets from each of those keywords based on its ranking position, monthly search volume and our estimated CTR for that position.



They sum up the traffic estimations of each keyword

0.63%

**Of Google
Searchers Click
On Results From
The Second
Page..**

* Source: <https://keyword.com/blog/how-to-climb-from-page-2-to-page-1-on-serps/#~:text=Yip%2C%20we're%20all%20in,what%20they%20are%20looking%20for>.

Traffic Score Findings

Top 5 winners

01 NEXT

02 M&S
LONDON

03 JOHN LEWIS
& PARTNERS

04 Tu

05 FLANNELS



These brands are the ones to watch. They're on the rise with the biggest growth in the market. Whatever they're doing, search engines are loving it and you'll want to work out what that is and emulate their strategies, fast.



Top 5 Losses

01 NEW LOOK

02 PRETTYLITTLETHING

03 boohoo

04 OASIS

05 **BODEN**



On the opposite end of the spectrum, these brands have had the biggest visibility drops. They're likely to have been punished by a search algorithm update or have let things slide over the course of the year. Either way, learn from their mistakes.



Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Feb 2025	Traffic score Aug 2024	YoY Change	Compared to Market
next.co.uk	1	-	16,311,250	14,809,236	+10%	+1%
marksandspencer.com	2	-	14,890,780	13,560,195	+10%	-
johnlewis.com	3	-	8,841,275	6,378,236	+39%	+29%
asos.com	4	-	5,352,425	5,260,155	+2%	-8%
newlook.com	5	-	3,671,400	4,266,531	-14%	-24%
hm.com	6	+1	3,544,221	3,220,316	+10%	-
prettylittlething.com	7	-1	3,334,140	3,615,711	-8%	-17%
matalan.co.uk	8	+2	2,772,756	2,587,007	+7%	-2%
very.co.uk	9	-	2,723,834	2,670,136	+2%	-8%
zara.com	10	+1	2,599,726	2,383,240	+9%	-1%
boohoo.com	11	-3	2,443,095	3,086,456	-21%	-30%
tuclimbing.sainsburys.co.uk	12	+3	2,416,390	1,713,750	+41%	+31%
primark.com	13	-	2,222,438	2,078,994	+7%	-3%
schuh.co.uk	14	-2	2,102,897	2,101,112	-	-10%
houseoffraser.co.uk	15	-1	2,093,539	1,769,635	+18%	+9%
riverisland.com	16	+2	2,039,012	1,656,428	+23%	+14%
flannels.com	17	+3	1,919,167	1,519,432	+26%	+17%
tkmaxx.com	18	-1	1,850,569	1,657,626	+12%	+2%
newbalance.co.uk	19	-	1,777,048	1,540,722	+15%	+6%
selfridges.com	20	-4	1,633,794	1,658,424	-1%	-11%
debenhams.com	21	-	1,219,017	1,018,379	+20%	+10%
thenorthface.co.uk	22	-	930,937	981,117	-5%	-15%
yoursclothing.co.uk	23	+8	791,518	568,526	+39%	+30%
quizclothing.co.uk	24	+1	785,848	695,328	+13%	+3%
lyst.co.uk	25	-2	765,149	927,714	-18%	-27%
farfetch.com	26	-2	748,596	760,290	-2%	-11%
dunelondon.com	27	+1	747,543	617,528	+21%	+11%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Feb 2025	Traffic score Aug 2024	YoY Change	Compared to Market
ralphlauren.co.uk	28	+2	743,466	590,552	+26%	+16%
fatface.com	29	-3	691,409	671,122	+3%	-7%
studio.co.uk	30	-3	660,197	656,381	+1%	-9%
roman.co.uk	31	+2	597,871	526,201	+14%	+4%
peacocks.co.uk	32	+2	518,019	454,686	+14%	+4%
moss.co.uk	33	+12	517,177	372,793	+39%	+29%
zalando.co.uk	34	+6	501,646	410,028	+22%	+13%
barbour.com	35	+1	495,276	441,051	+12%	+3%
uniqlo.com	36	-4	491,943	553,814	-11%	-21%
bonmarche.co.uk	37	+6	491,507	392,535	+25%	+16%
monsoon.co.uk	38	-1	470,176	434,931	+8%	-1%
simplybe.co.uk	39	+3	470,030	394,830	+19%	+9%
harrods.com	40	-11	451,911	612,214	-26%	-36%
levi.com	41	+10	451,427	340,633	+33%	+23%
phase-eight.com	42	+19	450,464	261,333	+72%	+63%
mango.com	43	+11	444,221	314,615	+41%	+32%
reiss.com	44	+3	437,912	359,033	+22%	+12%
jdwilliams.co.uk	45	+1	429,823	360,756	+19%	+10%
ohpolly.com	46	-8	421,182	419,920	-	-9%
cottontraders.com	47	-8	418,933	411,367	+2%	-8%
harveynichols.com	48	+12	408,814	272,191	+50%	+41%
vans.co.uk	49	-5	400,490	389,965	+3%	-7%
dorothyperkins.com	50	+21	400,276	231,192	+73%	+64%
uk.tommy.com	51	+4	397,675	313,889	+27%	+17%
joules.com	52	-	378,886	339,477	+12%	+2%
superdry.com	53	-18	377,988	451,549	-16%	-26%
karenmillen.com	54	+16	371,246	237,015	+57%	+47%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Feb 2025	Traffic score Aug 2024	YoY Change	Compared to Market
whitestuff.com	55	-5	369,813	353,542	+5%	-5%
hugoboss.com	56	-7	345,548	356,942	-3%	-13%
urbanoutfitters.com	57	-4	337,900	315,379	+7%	-2%
burberry.com	58	-1	328,175	295,202	+11%	+2%
carhartt-wip.com	59	+9	327,718	244,308	+34%	+25%
stories.com	60	-2	306,274	286,425	+7%	-3%
evans.co.uk	61	-2	303,401	277,302	+9%	-
endclothing.com	62	-6	293,867	302,080	-3%	-12%
axparis.com	63	-1	280,827	258,563	+9%	-1%
charlestyrwhitt.com	64	+19	279,891	187,851	+49%	+39%
nobodyschild.com	65	+25	262,271	162,211	+62%	+52%
berghaus.com	66	-	257,782	248,378	+4%	-6%
damart.co.uk	67	-4	255,892	257,603	-1%	-10%
calvinklein.co.uk	68	+16	252,911	183,768	+38%	+28%
inthestyle.com	69	+4	252,425	215,281	+17%	+8%
brandalley.co.uk	70	-6	249,876	252,757	-1%	-11%
slaters.co.uk	71	+3	246,494	214,964	+15%	+5%
gap.co.uk	72	-7	244,741	250,753	-2%	-12%
tedbaker.com	73	-32	242,436	401,665	-40%	-49%
coastfashion.com	74	+14	237,601	170,148	+40%	+30%
hollisterco.com	75	+1	225,050	207,910	+8%	-1%
wallis.co.uk	76	+26	218,749	143,021	+53%	+43%
boohooman.com	77	+10	216,136	173,234	+25%	+15%
viviennewestwood.com	78	+7	215,375	178,605	+21%	+11%
suitdirect.co.uk	79	-	210,813	199,944	+5%	-4%
uk.stussy.com	80	-8	207,858	217,778	-5%	-14%
representclo.com	81	-3	207,233	203,049	+2%	-8%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Feb 2025	Traffic score Aug 2024	YoY Change	Compared to Market
libertylondon.com	82	-5	201,569	204,681	-2%	-11%
silkfred.com	83	-16	199,669	244,563	-18%	-28%
pullandbear.com	84	-2	196,755	193,597	+2%	-8%
hobbs.com	85	-10	192,672	210,736	-9%	-18%
fenwick.co.uk	86	+26	190,361	127,764	+49%	+39%
mainlinemenswear.co.uk	87	-1	189,778	177,641	+7%	-3%
crewclothing.co.uk	88	+13	184,874	143,497	+29%	+19%
jacamo.co.uk	89	+6	180,055	145,702	+24%	+14%
weekday.com	90	+9	177,931	144,384	+23%	+14%
mandco.com	91	+49	175,398	72,540	+142%	+132%
moncler.com	92	-12	175,225	195,320	-10%	-20%
radley.co.uk	93	+1	172,840	153,057	+13%	+3%
publicdesire.com	94	-5	170,545	163,552	+4%	-5%
allsaints.com	95	+11	168,987	138,691	+22%	+12%
lacoste.com	96	-5	165,796	158,630	+5%	-5%
burton.co.uk	97	+8	163,059	139,683	+17%	+7%
pinkboutique.co.uk	98	+20	162,546	115,483	+41%	+31%
stoneisland.com	99	-1	160,693	144,527	+11%	+2%
anthropologie.com	100	-4	201,569	204,681	-2%	-11%

**Industry
Variance**
+10%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 10% increase in overall organic growth within this industry.

If the market's growing, you should be too. If it's shrinking, you need a precise and targeted search strategy.



ds Awards Awards Awards Awards Award

Our

Since 2009, we've provided search marketing services for household names, challenger brands and ambitious start-ups across retail, lead generation, finance & charity sectors. We work on agile principles, born from the belief that marketing challenges rarely come with six months' notice, so there's no point in making plans that far in advance. We assess the biggest issues and opportunities for our clients at the start of every sprint. We are a new breed of search marketing agency that moves fast and adapts to opportunities in the moment, not in a month.



15+ Years Experience

8.5m Organic Transactions

58m Organic Sessions

[Find Out More](#)

Experience



**The results we've achieved from
Salience's content marketing efforts
have exceeded my expectations.**

— Paul Hambridge, MD



[Read this Case Study](#)

Why Don't We Include PPC Data In Our Reports?

PPC data from third party platforms over your own Google Ads' account is unreliable. Unlike organic metrics such as visibility, which are easily measured, it is difficult to collect any meaningful PPC performance data without the use of spy programmes.

Although there are a number of PPC spying tools available on the market, these should never be trusted. We're only interested in giving you the most meaningful, relevant, and up-to-date data which simply cannot be achieved for PPC.



The team at Saliency have completely overhauled our PPC campaigns, implementing a new strategy which keeps costs low and ROAS high. Onboarding was fast and easy with transparent pricing and very minimal setup required.

We've had great communication throughout and regular meetings to discuss progress.

Rosie Adams, Marketing Manager,
Hard to Find Whisky



Case Study



A dominating brand paid media strategy for **Wholesale Sweets**.

Wholesale Sweets is a self-descriptive business: sweets at wholesale prices.

When approached to be paid media partners, the brand was in a transitional period between brand names, moving from UK Sweets to Wholesale Sweets. Having a “generic” search term within a brand name presents both great challenges and benefits.

The brand’s vision was clear: create a dominating brand strategy for Wholesale Sweets: become synonymous with the term “Wholesale Sweets”.

At the beginning of the campaign it was clear that gaining visibility in this area would be tough. The term “wholesale sweets” isn’t considered a brand by Google; a total of 15 other competitors still actively bid for top position.

Using a targeted approach to dominate the new brand brought the following results:

- Search impression share (visibility) increased by 117%,
- Ads serve above organic results 173% more often
- Position 1 achieved 188% more often
- Conversions increased by 130%
- Conversion value doubled

AKA domination of “wholesale sweet” terms.

Similar Challenges?

Talk to an expert.





Going above and beyond our expectations of a digital marketing partner, Salience gave us the insight and understanding to take our business to the next level whilst keeping it enjoyable and fun.

— Caren Downie, Fashion Director

LEMONADE DOLLS

[View Case Studies](#)

Keyword

We've been keeping a close eye on what keywords people are searching for in the market, allowing us to see what is trending.

In the following sections we'll give you the heads up on which keywords are on the rise and need your attention, alongside those which are becoming less and less important.

Using historical search data, we're able to find trend patterns and identify opportunities ahead of the curve.

Our search and content strategists continually monitor industry movements. From here, we're able to spot content and category gaps before they're deemed industry standard.



The cost of living crisis and new budgets are hitting both consumers and businesses in dramatic ways. We're predicting high volatility across typically higher search volume searches.

Trends

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
tkmaxx	3350000	6%
primark	2740000	22%
debenhams	1000000	29%
selfridges	823000	15%
uniqlo	823000	8%
harrods	550000	28%
ralph lauren	301000	7%
reiss	301000	7%
barbour	165000	14%
roman	165000	22%
zalando	165000	7%
bonmarche	110000	9%
moss	33100	14%
tu clothing sainsburys	14800	2%

Emerging Products

Emerging Products

Keyword	Search Volume	Interest Trend
jeans	90500	16%
shorts	60500	22%
fur coats	40500	37%
wide leg jeans	33100	30%
baggy jeans	27100	33%
mother of the bride	22200	113%
leopard print dress	22200	93%
low rise jeans	22200	30%
burgundy dress	18100	234%
leopard print jeans	18100	120%
fur jackets for women	18100	33%
ladies fur coat	18100	33%
fur jackets	12100	80%
wool coat women	12100	30%
sequin shorts	9900	139%
sparkly shorts	9900	139%
wide jeans for women	9900	69%
burgundy coat	6600	401%
brown coats	6600	83%
brown fur coat	5400	243%
barrel jeans	5400	601%
brown coat women	5400	94%

Emerging Products

Emerging Products

Keyword	Search Volume	Interest Trend
barrel leg jeans	3600	279%
brown suede jacket	3600	271%
burgundy jumper ladies	2900	311%
burgundy coat womens	2900	250%
burgundy blazer	2400	480%
black sequin shorts	2400	112%
brown wool coat	2400	138%
glitter jeans	1600	173%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
asos	2740000	-12%
new look	2740000	-11%
matalan	2240000	-8%
boohoo	1830000	-33%
studio	1220000	-39%
house of fraser	823000	-28%
schuh	823000	-12%
jd williams	673000	-18%
mango	673000	-12%
pretty little things	673,000	-33%
oh polly	550000	-33%
simply be	550000	-25%
fat face	550000	-11%
hm	450000	-18%
dorothy perkins	368000	-33%
yours clothing	368000	-14%
vans	301000	-18%
contton traders	301000	-8%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
harvey nichols	201000	-6%
phase eight	201000	-7%
the north face	165000	-30%
far fetch	135000	-38%
quiz clothing	110000	-18%
mark and spencer	74000	-31%
lyst	18100	-13%

Receding Products

Receding Products

Keyword	Search Volume	Interest Trend
wedding guest dresses	368000	-15%
wedding dresses	301000	-18%
dresses	301000	-6%
prom dresses	246000	-21%
bridesmaid dresses	165000	-25%
summer dresses	165000	-27%
party dresses	110000	-33%
coat	110000	-18%
jumpsuits	110000	-28%
midi dress	110000	-28%
ladies overcoat	110000	-7%
womens coats	110000	-7%
jumper dress	90500	-38%
sequin dress	74000	-38%
track suits for ladies	74000	-14%
red dress	74000	-18%
evening dresses	74000	-23%
mother of the bride outfits	74000	-27%
shirt dress	74000	-33%
christmas party dress	60500	-18%
blazer dress	60500	-18%
knit dress	40500	-33%

Receding Products

Receding Products

Keyword	Search Volume	Interest Trend
boys coats	40500	-23%
waterproof coat	27100	-35%
long puffer coat	22200	-41%
sparkly dress	22200	-33%
glitter dress	18100	-44%
sequin jumpsuit	18100	-45%
christmas jumper dress	12100	-45%
longline puffer coat	9900	-45%

 **Tkmaxx** is dominating the
brand search game.

**This is far more than
technical SEO
fundamentals, achieving
this requires a full frontal
assault on search.**

Brett Janes
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[Book a Chat](#)



Ooo Nice Clients...

Dreams

carpetright.

Lindt 

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— FABULOUS FLOORS —

sunny

 early
learning
centre

PÂTISSERIE
VALERIE


FLOORING KING


The Entertainer
TheToyShop.com

PAPIER

 BRITA®

 JUSTMYLOOK


TOTALLY wicked®

LiveScoreBet™


healthspan

PORCELANOSA



Sleep & Snooze is a challenger brand in the Beds & Mattresses space.

They partnered with Salience to increase brand awareness and drive press coverage, with the core aim
Of placing their brand directly in front of consumers.

Taking a search-first approach to digital pr we made sure that our strategy focussed on obtaining high-quality, relevant links.

How we did this?

In order to grow brand awareness and build relevant links, we first had to narrow down the core topics which their subject matter expert could speak on with authority.

For Sleep & Snooze these topics were: sleep hygiene & bedroom interior design.

This meant we were able to outreach expert advice to journalists in the lifestyle and interiors press on:

- **Bedroom Feng Shui**
- **The Coastal Grandma Interior Trend for Bedrooms**
- **Bedscaping**
- **Mattress and Bedding Hygiene**

THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links

Google Analytics

Google Analytics, where would we be without this tool in the modern digital landscape? It's hard to imagine navigating your digital & search marketing data without using this tool, and because of this, we know it won't be going anywhere anytime soon. It is, however, easy to imagine Google Analytics changing and updating.

In an expected move, Google's Universal Analytics is being sunsetted and will stop processing data at the beginning of July in 2023 according to a recent announcement from Google. With the push towards the adoption of their new, next-generation version of Google Analytics, GA4.

Google is encouraging the immediate switch to GA4. As doing so, will give us the chance to build historical data before the inevitable switch in over a year's time.

GA4 is Google's latest iteration of Google Analytics that will combine its data from both your websites and apps. The main difference GA4 is offering is the way in which it collects data. Instead of the sessions we've spent so many years being used to, GA4 will highlight Users and Events in its place. Basically GA4's event data model will process each user interaction as its own, standalone event.

As some of you reading this may know, rolling out a new product or service has its risks, there's always that looming fear that it won't be well received or liked. Unfortunately for Google when they initially released GA4 to the public, they've fell victim to this issue across many parts of the digital world. There has been a widespread disdain for GA4 since its launch. The Search Marketing community has widely described it as unusable, awful & horrible. In using it ourselves where we have found GA4 to be an unintuitive tool that makes a lot of data that is easily found in Universal Analytics difficult to locate and hard to access.

As with many of their updates and changes across their services, Google is encouraging an immediate switch to GA4 despite us having over a year to do so, you might be asking why? As mentioned above, GA4 is difficult and unwieldy, Universal Analytics is more popular and still here to use. The main reasoning for switching to GA4 sooner, rather than later, will give us the chance to build historical data and optimise our accounts within GA4 before the inevitable switch in over a year's time. We will also get a chance to spend more time adjusting and becoming acquainted with the overall changes in data and UI compared to Universal Analytics.

**Struggling with the
migration to GA4?**

Speak with an expert.

Got a

Come across any head-scratchers in this report so far?

Get in touch for a no-strings chat and we'll run you through any metrics and how they apply to your brand.



Email us



Call us



Live Chat

Question?



// **Salience.**