HYPEBEAST and PwC’s Strategy& are pleased to present the Streetwear Impact Report.

The Streetwear Impact Report brings in-depth and analytical reporting to streetwear, combining HYPEBEAST’s streetwear expertise with Strategy&’s analytical eye.

The reports invites the industry to take a closer look at how streetwear has disrupted all facets of fashion, ranging from production to marketing and distribution. As the report details,

“Streetwear is not a trend within fashion but rather the fashion component of a larger popular culture shift that spans fashion, art and music. Whether or not sneakers remain a hot trend misses the point; the mindset that is backing the rise of popular culture will persist.”

The partnership and model for the collaboration challenges the role of a B2C media company, leveraging HYPEBEAST’s access to the streetwear audience to form consumer insights.

The medium for the report itself likewise challenges the way market research is traditionally presented. The report is housed in a microsite, where key articles and interviews can be amplified and shared separately, creating a digestible format for the internet, in addition to featuring interactive visualizations.
The research methods for the report included a consumer survey and industry survey:

- The consumer survey collected **40,960** responses.
- The majority of consumer respondents came from the following regions: North America, Europe, Korea, Japan and China. The consumer survey was distributed in six languages: English, French, Japanese, Simplified Chinese, Traditional Chinese and Korean.
- The industry-facing survey collected **763** responses across a range of fashion brands and companies.

The report also includes in-depth interviews with leading players in the industry: fragment design founder **Hiroshi Fujiwara**; Rimowa CEO **Alexandre Arnault**; contemporary artist **Daniel Arsham**; and StockX founder **Josh Luber**.

The report is split into four main articles. **001 Defining Streetwear** details streetwear’s origin and key cultural components. **002 Measuring Streetwear** reports consumer spending habits and regional insights. **003 How Streetwear Talks** traces the communication loop between consumer and brand. **004 How Streetwear Sells** dissect streetwear’s tight-knit direct-to-consumer relationship and retail model.

Select Insights From Report

- 2/3 of consumer respondents reported a streetwear product never goes out of style.
- $100-$300 is the sweet spot for pricing streetwear items.
- Consumer respondents reported spending up to 5X more per month on streetwear than non-streetwear fashion products.
- Digital and physical brand stores were reported as the most popular channels for consumers to purchase streetwear. Far ahead of both physical and digital multi-brand retailers.
- Consumers reported musicians as the most credible figures in streetwear. Ahead of industry insiders, celebrities and far ahead of social media influencers.
- 62% of consumer respondents reported sneakers as the product they are most likely to purchase. Ahead of T-shirts, hoodies and accessories.
- Non-binary consumer respondents reported a significantly higher average spend than female and male consumer respondents.
- Korean and Chinese respondents reported the highest average monthly spend on streetwear.
- Japanese consumer respondents by far reported the highest average spend per product.
- Consumer respondents reported the most important brand factors are product quality and design; brand legacy; and a brand’s creative director. Social media presence fell far behind.
- Consumer respondents reported product availability and diversity as the most important factors for shopping online and in-store.
- 1/2 of consumer respondents reported they are willing to wait in line for a product release. Another 1/4 reported they are somewhat willing.
- Half of consumers reported they are likely to quit a brand due to inappropriate behavior by a brand representative. Industry respondents underestimated consumers’ likeliness to quit.