Women Buy for Fashion, Men Buy for Love

Contributed by Ipsos
Wednesday, 03 November 2010

Ipsos Study of Canadian Accessory and Jewelry Purchases Shows Women Buy More but Men Spend More

A new Ipsos Reid study of accessories purchases in Canada shows that on items such as sunglasses, wallets, watches and jewelry, the spending habits of Canadians varies by product, gender and season.

In particular, the Ipsos Reid Canadian Accessories Tracker shows some very defined differences between the ways and the amounts men and women spend in this segment.

â€œDuring April, May and June of this year, heading into summer, about one in seven (14%) Canadians reported purchasing sunglasses (non-prescription and prescription), spending, on average, more than fifty dollars ($52) per pair,â€• says Michael Waters, Senior Vice President with Ipsos Reidâ€™s marketing research division.

â€œClearly, sunglasses are a significant consumer purchase, with the proportion of Canadians purchasing exceeding that of luggage and backpacks (7%), wallets (6%) and watches (5%) and on par with buyers of purses and handbags (14%) and jewelry (14%).â€•

While the sunglasses market is skewed slightly to female buyers (59%) versus male buyers (41%) the jewelry market dramatically leans toward female buyers (79%). But, although males do not represent a significant proportion of jewelry buyers (21%) they do account for the majority (52%) of dollars spent in the category.

â€œWithin the jewelry category, men are more likely to be buyers of fine jewelry (30% of fine jewelry buyers) and are much less likely to be buyers of fashion or costume jewelry (11%),â€• Waters continues. â€œAlmost three-quarters (72%) of men reported that their purchase of fine jewelry was for a gift, and fewer than a third (30%) of them said their purchase was on sale.â€•

It appears that male buyers of fine jewelry are less motivated by items that are "on sale" than they are by love - almost two-thirds (66%) of the total dollars spent by men on the fine jewelry category was for rings.

And men are not frugal when it comes to buying jewelry. Male buyers of any jewelry during the April to June period spent an average of $264 on each jewelry purchase ($379 on fine jewelry), versus a much more modest $42 by female buyers ($96 for fine jewelry).

These are some of the findings of the Ipsos Reid Canadian Accessories Tracker, a quarterly study conducted online with 2000 adults ages 18 and over on behalf of all other household members.

Launched earlier in the year, Ipsos Reid's new Canadian Accessories Tracker studies the purchasing behaviour of Canadians in regard to accessories and jewelry.

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Toronto, Ontario, Canada â€“ 26 October 2010