

Zara Brand Pulse Report

How the Swedish student
population perceives Zara

About the survey

This survey examines the key factors influencing customer behavior as well as the perception of Zara in the Swedish market.

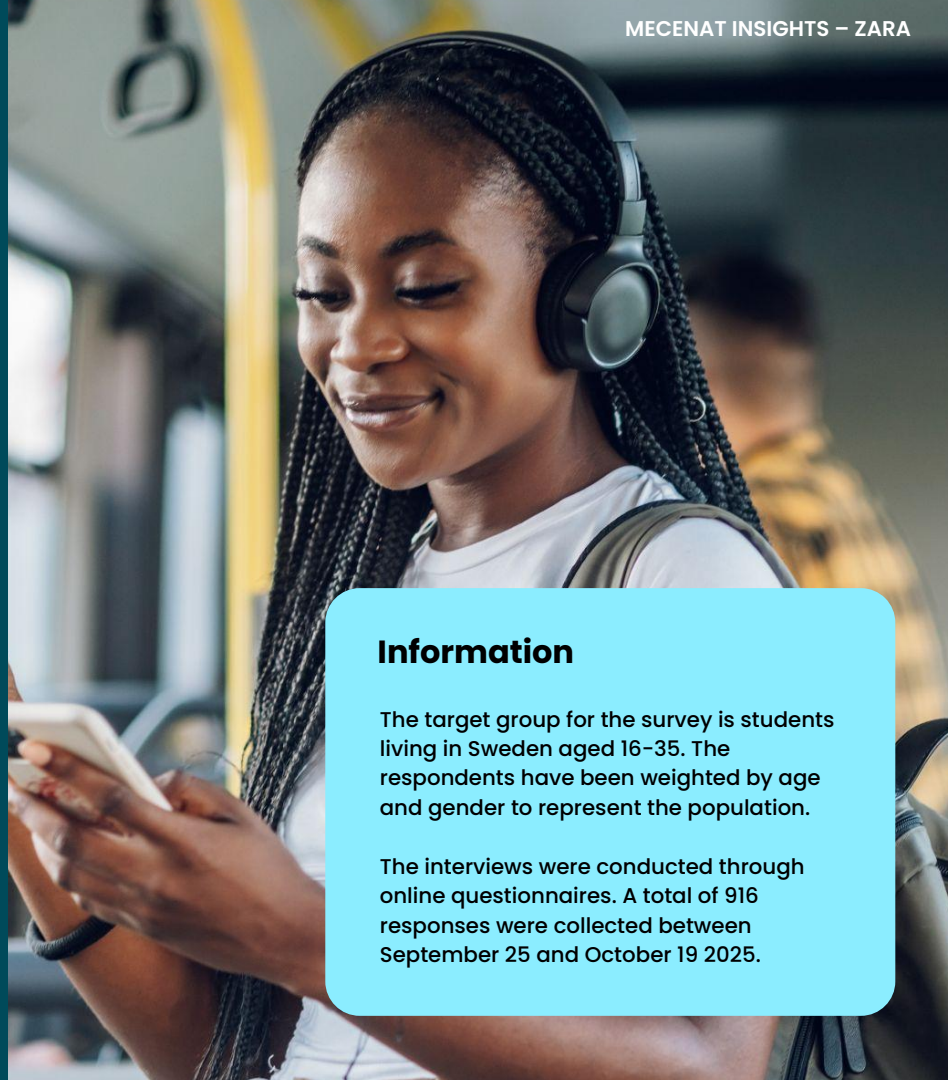
The research aims to identify barriers that may prevent potential customers from purchasing and to assess what drives both purchase and customer retention.

These insights will provide guidance for strategies that engage customers, strengthen brand image and increase overall market performance.

Information

The target group for the survey is students living in Sweden aged 16–35. The respondents have been weighted by age and gender to represent the population.

The interviews were conducted through online questionnaires. A total of 916 responses were collected between September 25 and October 19 2025.



Strong Awareness and Solid Retention for Zara

With a brand awareness of **96%**, Zara is one of the most well-known fashion brands in the Swedish market. Awareness is also translating into action with **70%** of those familiar with the brand say they have made a purchase at some point.

Satisfaction levels appear relatively strong, as **55%** of previous buyers state that they are likely to purchase again. Consideration is notably higher among women, with **76%** having made a purchase compared to **61%** among men.

A photograph of a Zara store window display. The window is large and arched, set into a stone building facade. Inside the window, a mannequin is visible wearing a dark dress. A woman with blonde hair, wearing a tan jacket, is standing outside the window, looking in. A bicycle is partially visible in the foreground.

70%

of those aware have
made a purchase

55%

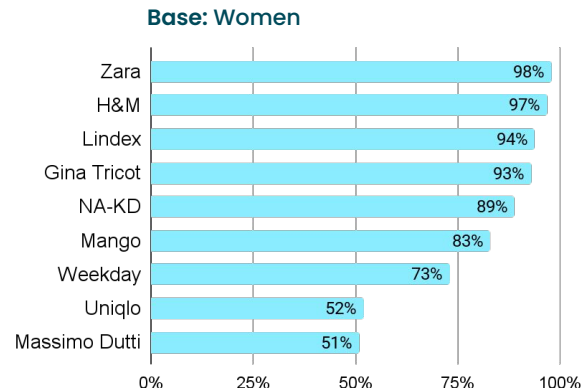
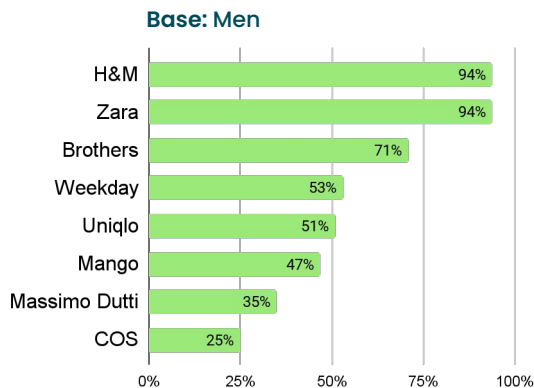
are very likely
to shop again

Among top competitors

Awareness is strong compared to many competitors, but there are a few established names that also score nearly perfect when it comes to awareness. Global brands and those with a strong Swedish footprint are among the highest. Further focus on maintaining strong brand awareness is key as it enables to focus more on lower-funnel campaigns focused on conversion.

When looking at gender differences, competition among young female consumers is particularly intense, with many brands positioned within the same awareness range. Among men, however, the only brand that comes close in awareness is H&M, highlighting a more concentrated competitive landscape.

Which of these brands have you heard of?

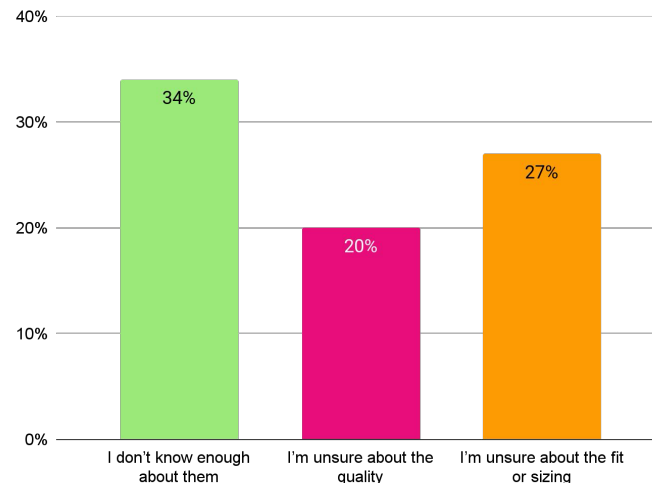


Turning Awareness into Action: Overcoming Doubts About Zara

For most students, choosing not to buy from Zara isn't about rejecting the brand – it's often about uncertainty. Over a third (**36%**) say they don't know enough about the brand, **27%** mention uncertainty around sizing, and **20%** express doubts about quality.

Building trust through reviews, testimonials, could help close that gap and turn awareness into action.

If you have not made a purchase from Zara, why not?

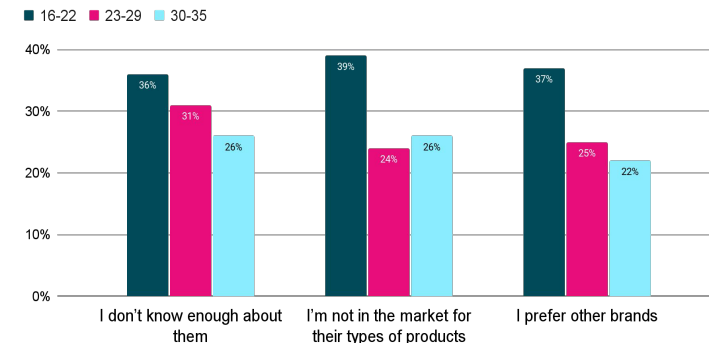


Where Zara Loses Momentum

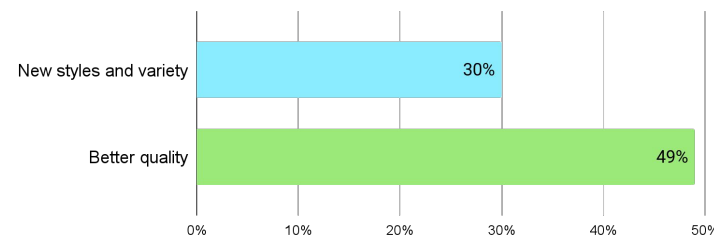
The findings suggest that Zara may struggle to connect with younger consumers (**ages 16–22**), who tend to see the brand as less aligned with their style. This points to potential gaps in brand relevance among the youngest segments of the fashion market.

Among those who have previously shopped at Zara but say they wouldn't consider buying again, quality and lack of variety seem to be barriers. This indicates potential to win back former customers if the brand emphasizes improved quality and showcases greater variety and freshness in style.

If you have not made a purchase from Zara, why not?



What would make you buy again?



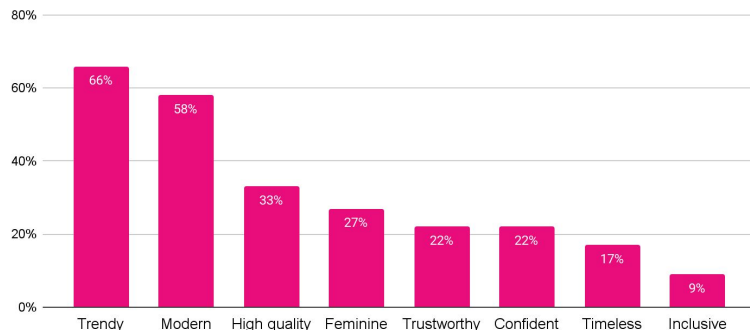
What are the main drivers for purchase?

Trendy and modern are the main purchase drivers for Zara, indicating that the brand's ability to stay in tune with current fashion trends is one of its key strengths. In contrast, factors such as quality, trust, and more emotionally driven associations appear to play a lesser role.

Exposure through social media and advertising channels seems to have a particularly strong influence among women, suggesting that the brand succeeds in capturing attention and maintaining relevance in a highly competitive environment.

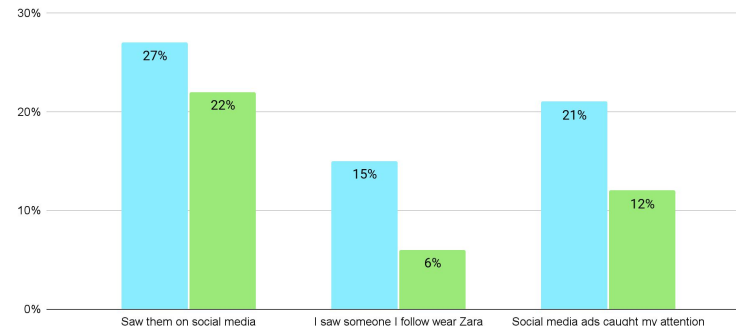
Based on what you've seen or heard, how would you describe Zara?

Base: Has shopped from Zara



If you have purchased from Zara, what made you buy?

Female Male



Final Thoughts

Zara holds a strong position in the Swedish market, with exceptionally high brand awareness and a large share of consumers who have both purchased and are likely to purchase again. Strong perceptions of Zara's style and design suggest that the brand remains highly relevant and aligned with current fashion trends.

However, this relevance appears somewhat lower among the youngest age group (16–22). Further research is needed to explore why younger consumers relate less strongly to Zara compared to older age groups. There also seems to be a segment of non-buyers who could be converted with greater familiarity and understanding of the brand.

Questions about the survey?

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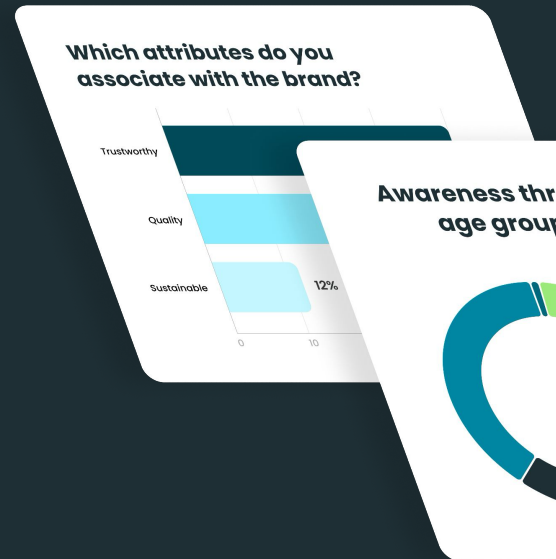
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Brand Pulse

A look at your brand through the eyes of your audience

Brand Pulse is a market research survey that help you understand your brand's position in the market — from awareness and penetration to how it's perceived by your audience. You'll gain a clear view of your strengths and weaknesses, what drives or holds back your customers' purchasing decisions, and how your brand compares to competitors.



From measurement to action



Clear insights into your brands awareness and market penetration



We map out the drivers and friction points within your sales funnel



Understand your brands perceived strengths and weaknesses



Know how your brand measures up against your competitors

End-to-end solution

- ✓ Ready-to-use survey framework
- ✓ Tailored target audiences
- ✓ Complete report with insights and recommendations
- ✓ Access to data and charts for further analysis

Contact

Curious about what a Brand Pulse could reveal about your brand?

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