

H&M Product Insight

[Download PDF](#)

Total Quantity Sold
7,138,254

Baby/Children
34,711

Divided
15,149

Ladieswear
39,737

Menswear
12,553

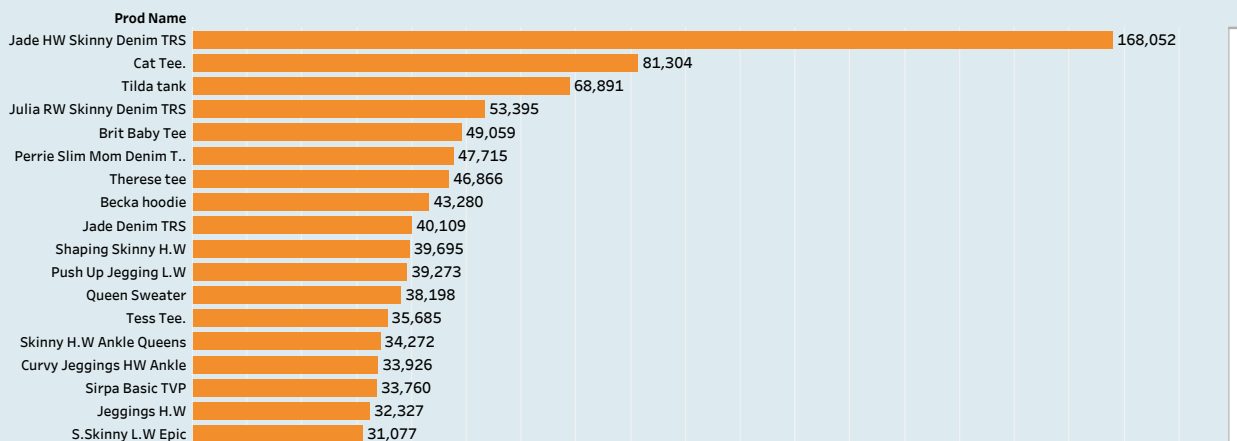
Sport
3,392

Year

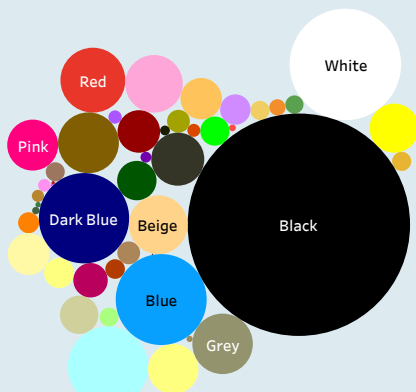
Product Name Performance

Product Group Name	January	February	March	April	May	June	July	August	September
Garment Upper body		-10%	12%	-2%	-12%	28%	9%	-19%	27%
Garment Lower body		-3%	14%	16%	-10%	20%	-13%	-7%	6%
Garment Full body		7%	18%	46%	11%	57%	-25%	-32%	-34%
Accessories		-25%	-11%	-18%	-1%	8%	8%	-13%	36%
Underwear		-13%	59%	20%	-19%	-34%	-10%	28%	2%
Shoes		-43%	-15%	-16%	37%	-14%	-1%	14%	57%
Socks & Tights		-1%	-2%	-39%	35%	-6%	11%	-13%	40%
Swimwear		-31%	-18%	136%	123%	-17%	-28%	-49%	-49%
Bags		-4%	-30%	-62%	68%	48%	171%	52%	-27%
Unknown		79%	-16%	92%	-22%	-67%	2,011%	140%	278%

Which top products generate the highest revenue?



What is the Top Products' Color and Graphical Appearance?



Graphical
Appearance Name

Solid

3,712,542

Denim

1,016,137

All over pattern

805,832

Stripe

269,678