

UNITED STATES



Top threads:

U.S. fashion retailer rankings 2026

Exploring the top fashion brands in America based on consideration and perceived value and quality



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Foreword



Fashion is more than style, it's a reflection of value, identity, and trust. In the **U.S. fashion rankings 2026**, YouGov BrandIndex data reveals how leading brands perform across three critical measures: Consideration, Quality, and Value.

Based on responses from more than 32,600 U.S. adults between February 1, 2025 and January 31, 2026, this report tells us which brands Americans are considering when they're in the market for apparel and which brands they most associate with good quality and good value.

This year, Nike emerges as the most considered fashion brand in America, especially by Gen Z and Millennials. Skechers and Levi's follow Nike. What all of our most considered brands have in common is that they are leaders in both Quality and Value.

Beyond the overall rankings, we explore the profile of the audiences behind the winning brands, offering a multidimensional view of fashion brand strength in today's market.

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What's trending in 2026?

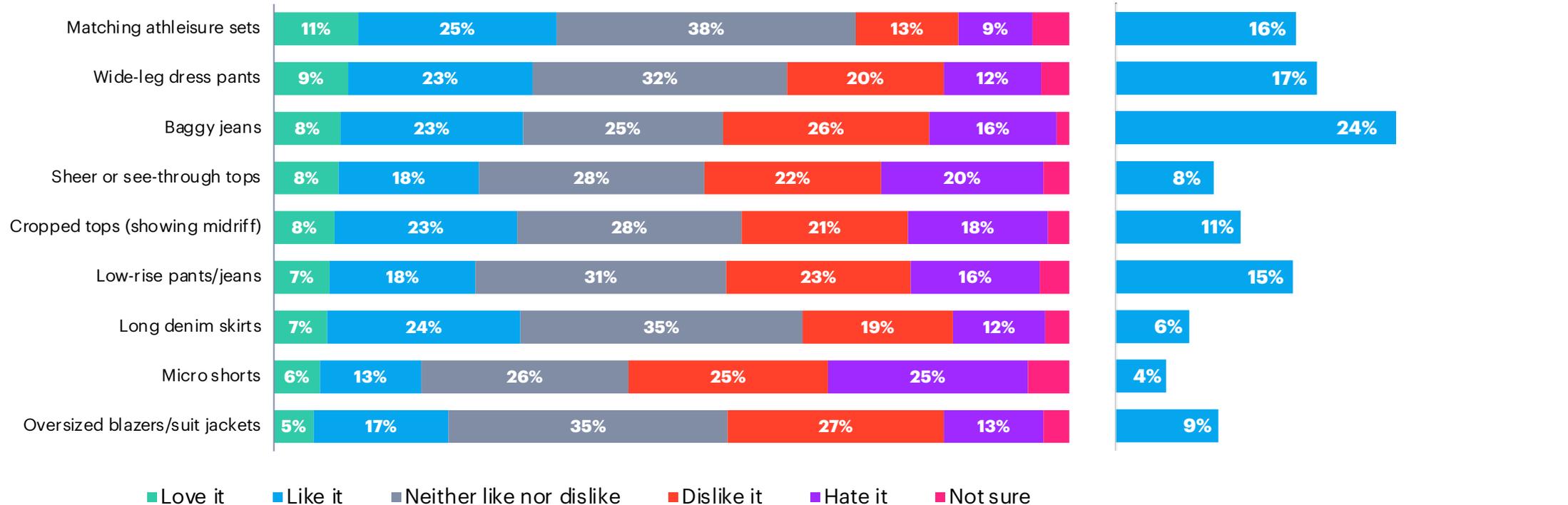
What styles do Americans love, hate and actually wear?



What fashion items do Americans love, and actually wear?

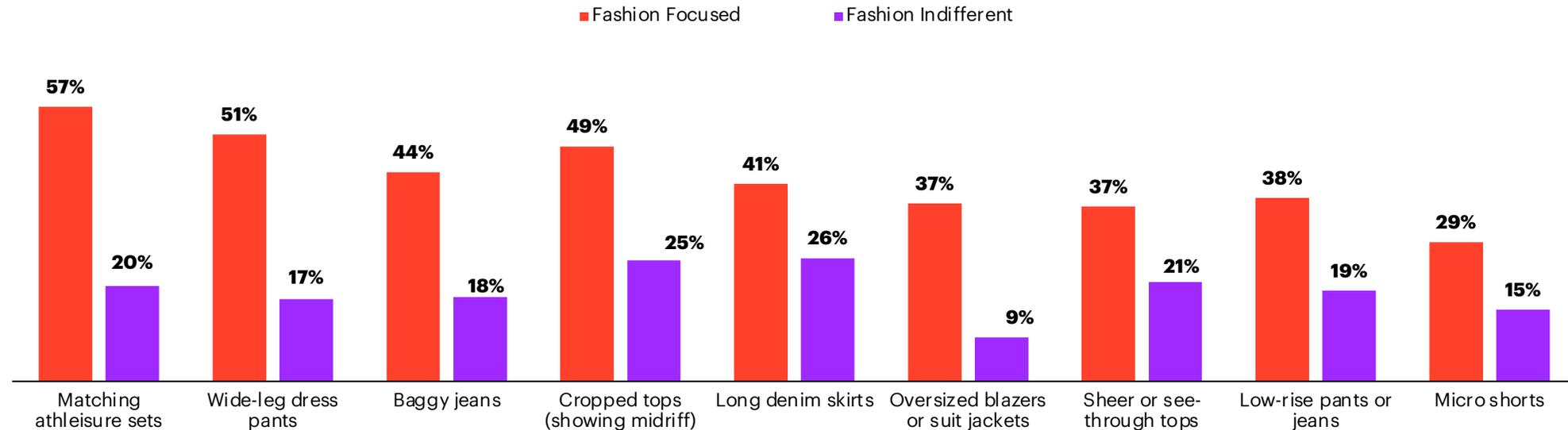
For each of the following fashion styles or trends, how do you personally feel about it?

Which have you personally worn?



Which trends fly with fashion-focused consumers?

For each of the following items, how do you personally feel about it?
(% who “love” or “like” the trend)



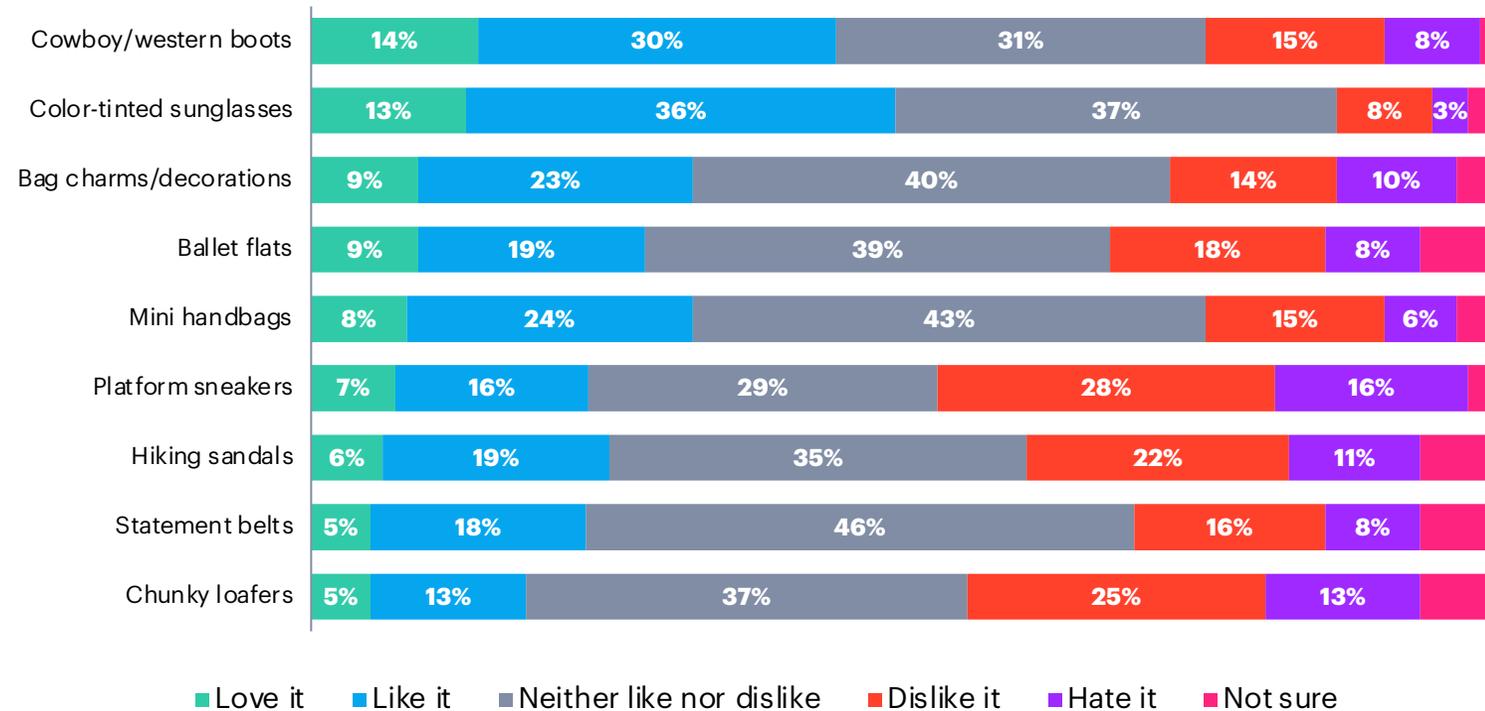
YouGov Surveys: Self-serve. February 28, 2026. Gen pop n> 1,004.

Segmentation: How much do you personally care about fashion and style?

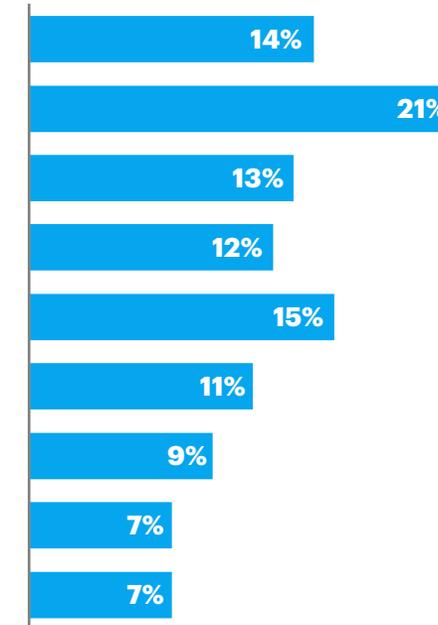
Fashion focused – answered “a great deal” or “a fair amount” (n> 310); Fashion indifferent – answered “not very much” or “not at all” (n> 410)

What fashion items do Americans love, and actually wear?

For each of the following fashion styles or trends, how do you personally feel about it?

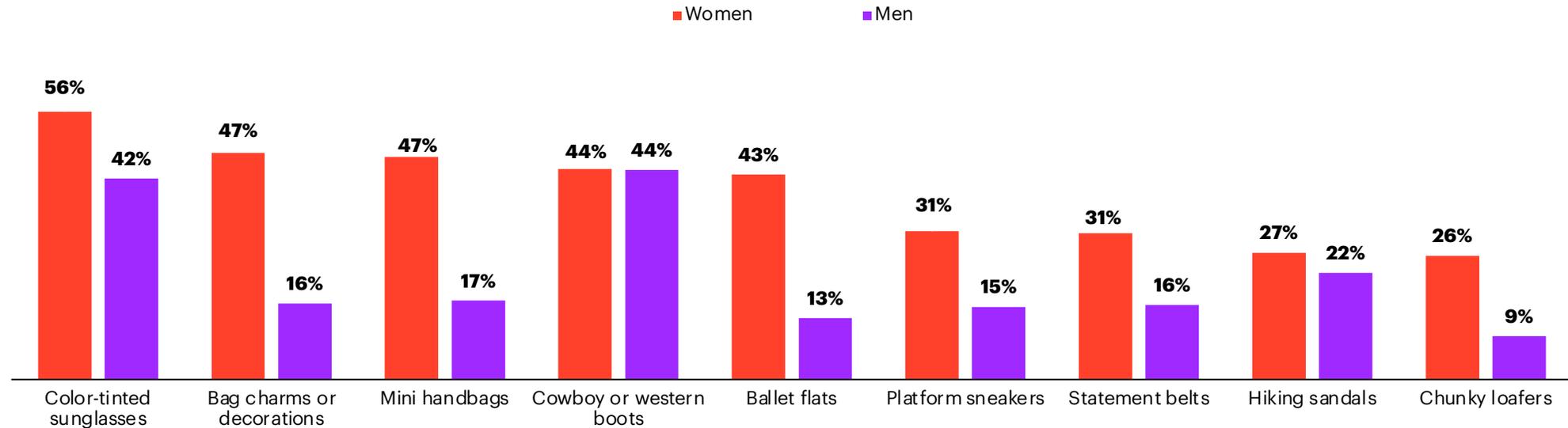


Which have you personally worn?



Which trends fly with women and men?

For each of the following items, how do you personally feel about it?
(% who “love” or “like” the trend)

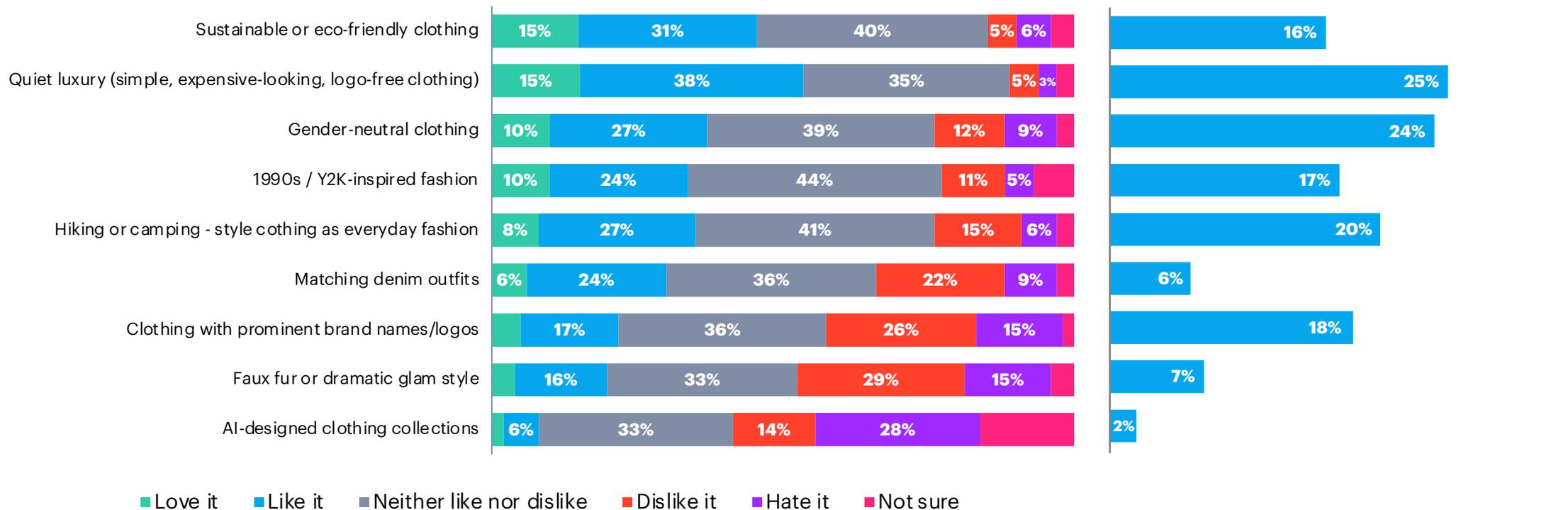


What fashion items do Americans love, and actually wear?

For each of the following fashion styles or trends, how do you personally feel about it?

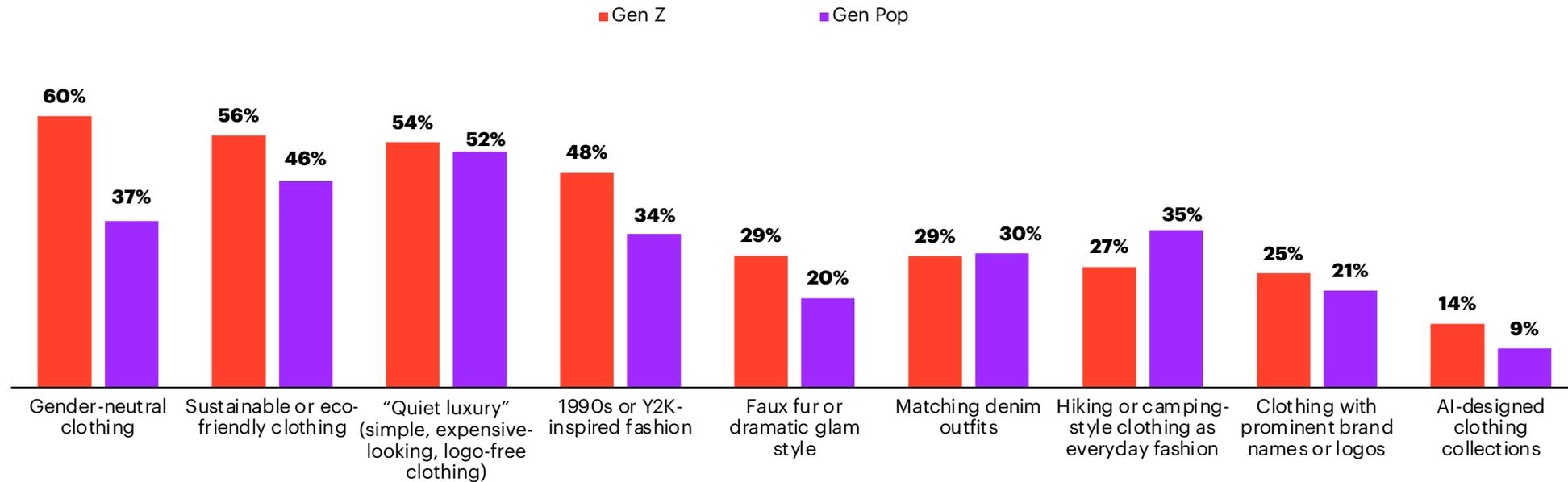
How you feel

Which have you personally worn?



Which trends fly with Gen Z?

For each of the following items, how do you personally feel about it?
(% who “love” or “like” the trend)



Consideration rankings

Which brands would most Americans consider buying?



Top ranked in fashion

Most considered fashion brands 2026

Nike leads as the most considered fashion brand, followed by Skechers and Levi's.

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When you are in the market next to purchase clothing, shoes, accessories or luggage, from which of the following would you consider purchasing?

Rank	Fashion brands	Consideration (%)
1	Nike	36.3
2	Skechers	35.5
3	Levi's	35.5
4	Old Navy	32.8
5	New Balance	30.2
6	Hanes	30.2
7	adidas	29.6
8	Fruit of the Loom	27.8
9	Under Armour	23.2
10	Wrangler	23.0

YouGov BrandIndex, Feb 1, 2025 – Jan 31, 2026. U.S. gen pop n> 32,600. To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days).

Top ranked in fashion

Most considered by generation

Gen Z (18+)

Rank	Fashion brands	Consideration (%)
1	Nike ▲	55.4
2	adidas ▲	47.3
3	New Balance ▲	33.8
4	Puma ▲	31.8
5	Old Navy	31.6
6	Calvin Klein ▲	30.3
7	Levi's ▼	29.1
8	Victoria's Secret ▲	26.8
9	Crocs ▲	26.4
10	Zara ▲	26.0

Millennials

Rank	Fashion brands	Consideration (%)
1	Nike ▲	53.6
2	adidas ▲	45.1
3	Old Navy ▲	36.3
4	Levi's	33.3
5	New Balance	33.0
6	Puma ▲	30.2
7	Under Armour ▲	28.7
8	The North Face ▲	26.1
9	Calvin Klein ▲	25.8
10	Victoria's Secret ▲	25.8

Gen X

Rank	Fashion brands	Consideration (%)
1	Levi's ▲	39.7
2	Nike	39.1
3	Skechers	36.5
4	Old Navy ▲	36.2
5	Hanes ▲	35.2
6	Fruit of the Loom ▲	31.9
7	adidas	31.7
8	New Balance	30.9
9	Under Armour ▲	27.0
10	The North Face ▲	25.2

Baby Boomers+

Rank	Fashion brands	Consideration (%)
1	Skechers ▲	45.5
2	Levi's	36.1
3	Hanes ▲	35.6
4	Fruit of the Loom ▲	31.8
5	Old Navy ▼	29.7
6	Wrangler ▲	28.0
7	New Balance	27.5
8	Lee ▲	22.1
9	Columbia	20.6
10	Nike ▼	20.6

YouGov BrandIndex, Feb 1, 2025 – Jan 31, 2026. Gen Z n> 2,600, Millennial n> 4,900, Gen X n> 7,300, Baby Boomers+ n> 14,100. To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days). Question: "When you are in the market next to purchase clothing, shoes, accessories or luggage, from which of the following would you consider purchasing?"

▲/▼: +/-10% relative difference from gen pop.

Top ranked in fashion

Most considered by gender

Male

Rank	Fashion brands	Consideration (%)
1	Nike ▲	40.6
2	Levi's ▲	39.7
3	adidas ▲	36.3
4	New Balance	32.9
5	Hanes	31.5
6	Fruit of the Loom	30.1
7	Wrangler ▲	30.0
8	Skechers ▼	29.0
9	Old Navy ▼	28.7
10	Under Armour ▲	27.0

Female

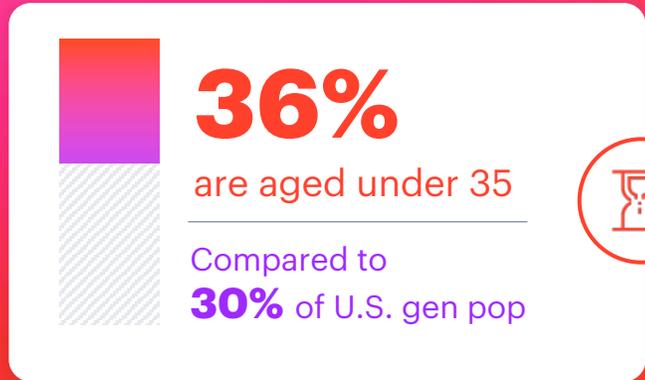
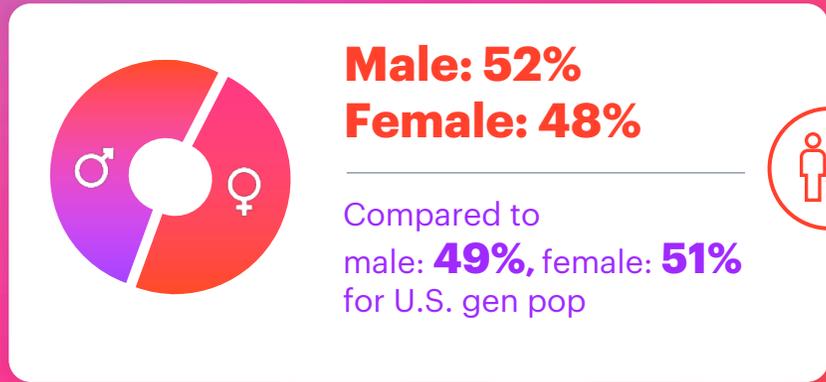
Rank	Fashion brands	Consideration (%)
1	Skechers ▲	40.9
2	Old Navy ▲	36.2
3	Nike ▼	32.8
4	Levi's ▼	31.9
5	Hanes	29.0
6	New Balance	28.0
7	Fruit of the Loom	25.8
8	adidas ▼	24.2
9	Victoria's Secret ▲	21.0
10	The North Face	20.5

YouGov BrandIndex, Feb 1, 2025 – Jan 31, 2026. Male n> 14,600, Female n> 12,700. To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days).

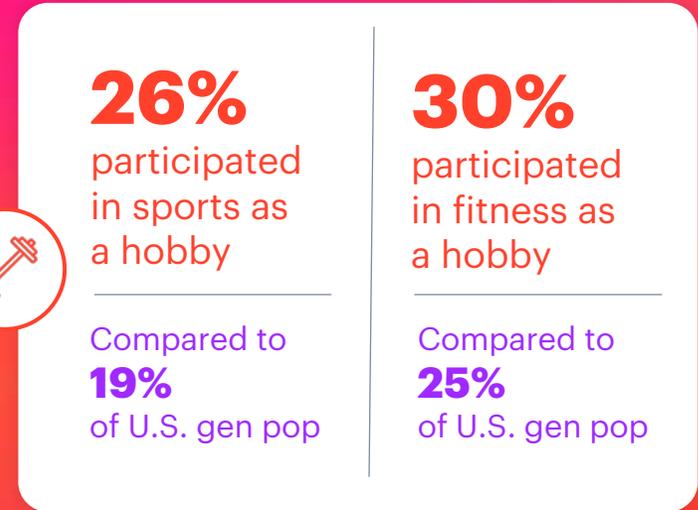
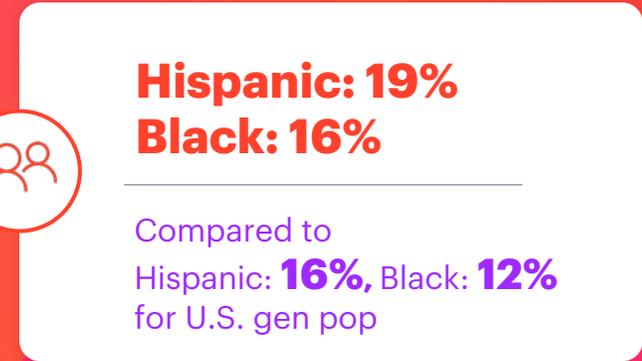
Question: "When you are in the market next to purchase clothing, shoes, accessories or luggage, from which of the following would you consider purchasing?"

▲/▼: +/-10% relative difference from gen pop.

Profile spotlight: Nike considerers



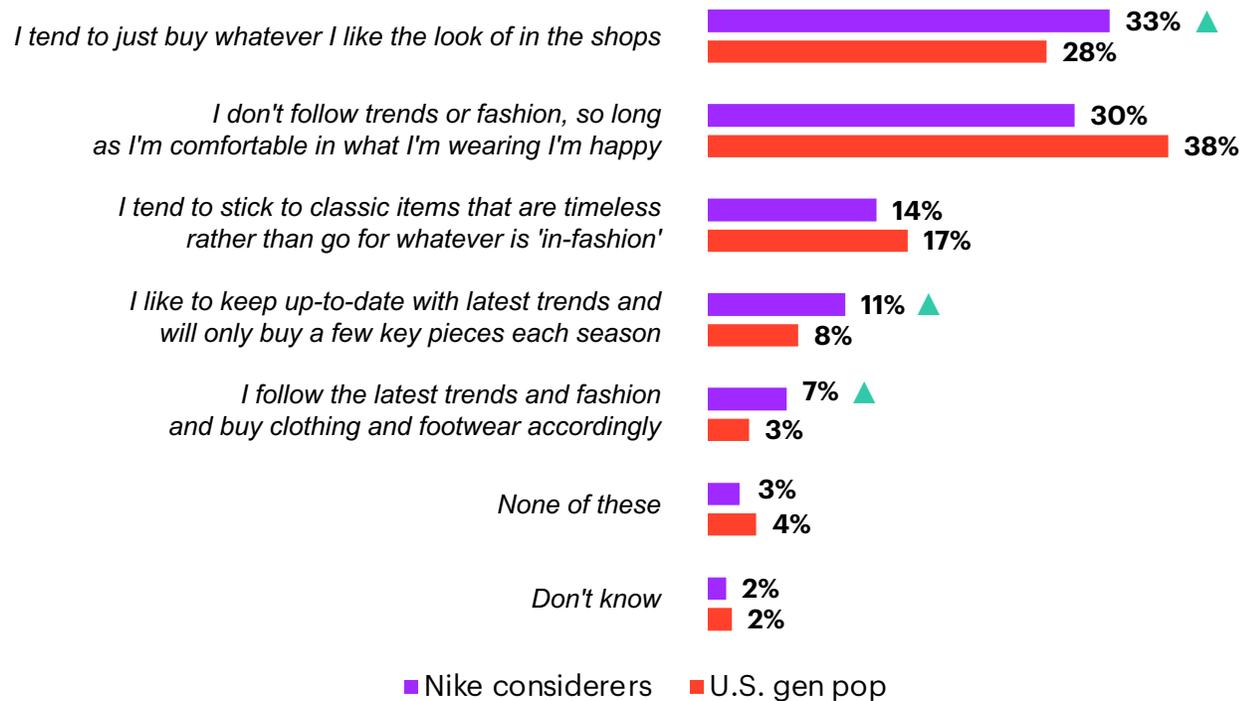
37% of U.S. gen pop are Nike considerers



YouGov Profiles, February 2026. Nike considerers n> 7,300.
*Respondents who selected Nike in the brand consideration measure.

Nike considerers: shopper type and brand affinity

Which ONE, if any, of the following best describes the way you shop for clothing and shoes? Please select the ONE that best applies. (% of Nike considerers)



Brand affinity: Nike considerers

Walmart Family Mobile	2.5x
Apex Legends	2.3x
Bebe	2.3x
John Hancock	2.3x
ESPN Deportes	2.0x

YouGov Profiles, February 2026. Nike considerers n> 250. ▲: indicates statistically significant difference compared to U.S. gen pop.

Brand affinity is a measure of how much more likely an audience is to consider a given brand than the general population, e.g. Nike considerers are 2.5 times more likely to consider Walmart Family Mobile than the general population is. Shown are the top five brand affinities for Nike considerers. Only brands with a minimum overall consideration score of 5% are included in the analysis.

Top ranked in fashion

Most-improved fashion brands based on Consideration

Skechers showed the greatest positive change in Consideration score over the past year, bringing it to the second rank overall.

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When you are in the market next to purchase clothing, shoes, accessories or luggage, from which of the following would you consider purchasing?

Rank	Fashion brands	2025 Consideration (%)	2024 Consideration (%)	Change in Consideration
1	Skechers	35.5	33.4	+2.1
2	Hanes	30.2	29.0	+1.2
3	Fruit of the Loom	27.8	26.6	+1.2
4	Hoka	9.8	8.6	+1.2
5	The North Face	21.7	20.7	+1.0
6	Bombas	8.9	8.0	+0.9
7	Brooks Running	7.3	6.6	+0.7
8	HeyDude Shoes	7.3	6.6	+0.7
9	Levi's	35.5	34.9	+0.6
10	New Balance	30.2	29.6	+0.6

YouGov BrandIndex, Feb 1, 2024 - Jan 31, 2026. U.S. gen pop n> 24,400. To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days).

Quality vs. Value

Which brands have the highest
perceived quality and value?



Quality rankings

Best quality fashion brands 2026

Levi's leads the Quality rankings, followed by Nike and New Balance. Quality is a net measure of perceived quality offered by a brand.

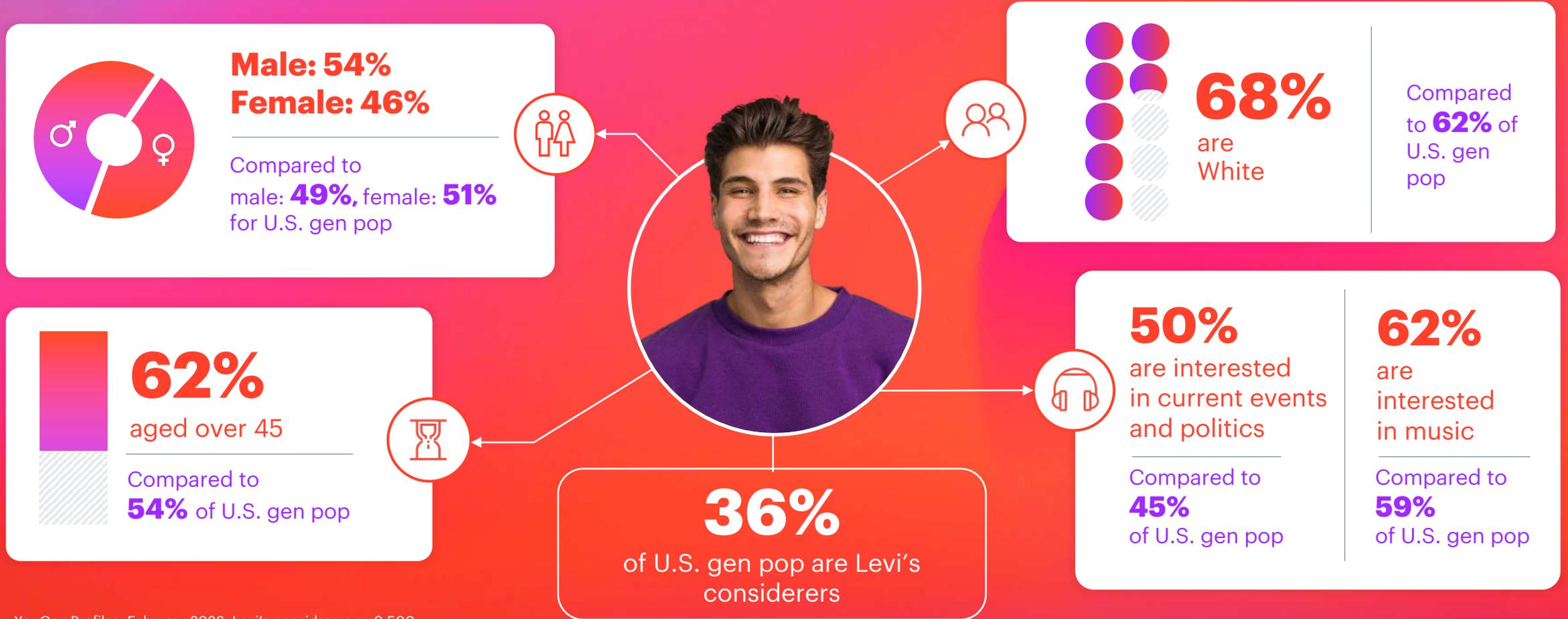
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Which of the following brands do you think represents GOOD/POOR QUALITY?
(net score)

Rank	Fashion brands	Quality
1	Levi's	54.1
2	Nike	47.8
3	New Balance	43.6
4	adidas	43.5
5	Tiffany & Co.	42.6
6	The North Face	41.5
7	Skechers	40.4
8	Ralph Lauren	40.1
9	Under Armour	37.9
10	Gucci	37.0

YouGov BrandIndex, Feb 1, 2025 – Jan 31, 2026. U.S. gen pop n> 32,600. To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days).

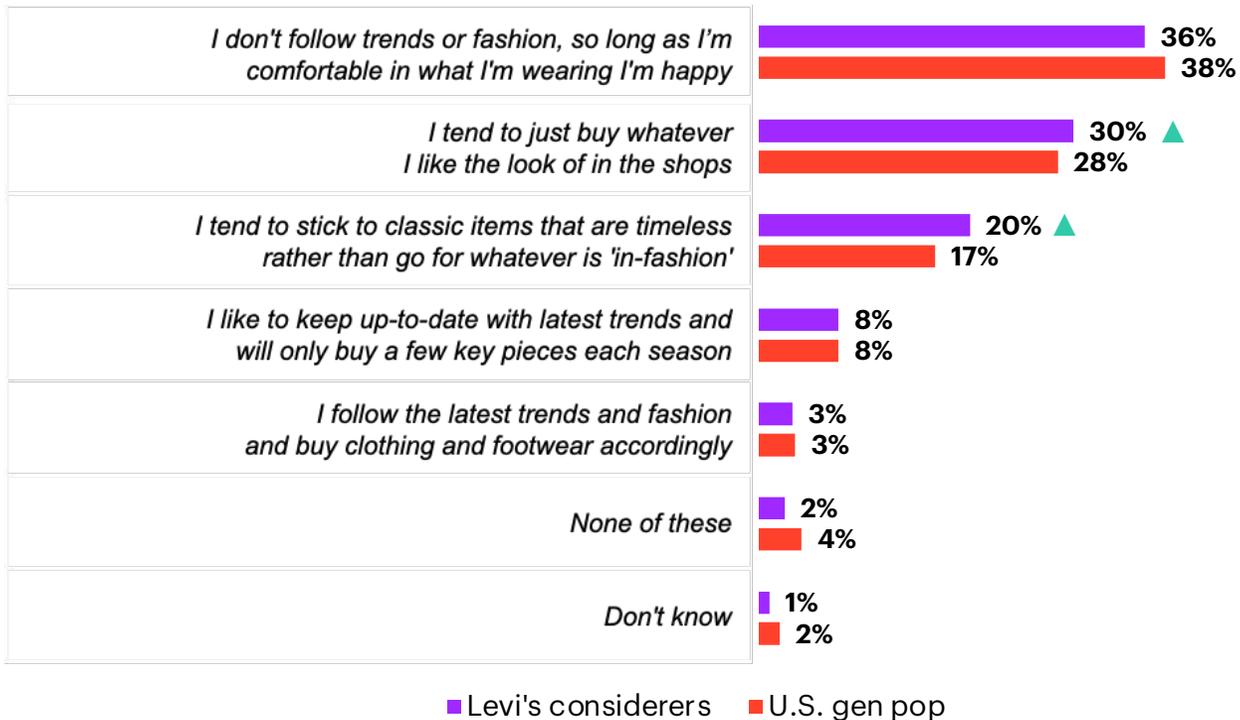
Profile spotlight: Levi's considerers



YouGov Profiles, February 2026. Levi's considerers n> 9,500.
*Respondents who selected Levi's in the brand consideration measure.

Levi's considerers: shopper type and brand affinity

Which ONE, if any, of the following best describes the way you shop for clothing and shoes? Please select the ONE that best applies. (% of Levi's considerers)



Brand affinity: Levi's considerers

Lincoln Financial	2.6x
Astroglide	2.4x
MyHeritage	2.4x
Michelob Golden	2.4x
Rogaine	2.2x

YouGov Profiles, February 2026. Levi's considerers n> 200. ▲: indicates statistically significant difference compared to U.S. gen pop.

Brand affinity is a measure of how much more likely an audience is to consider a given brand than the general population. Shown are the top five brand affinities for Levi's considerers. Only brands with a minimum overall consideration score of 5% are included in the analysis.

Value rankings

Best value-for-money fashion brands 2026

Old Navy has the highest Value score of any fashion brand, followed by Levi's and Skechers.

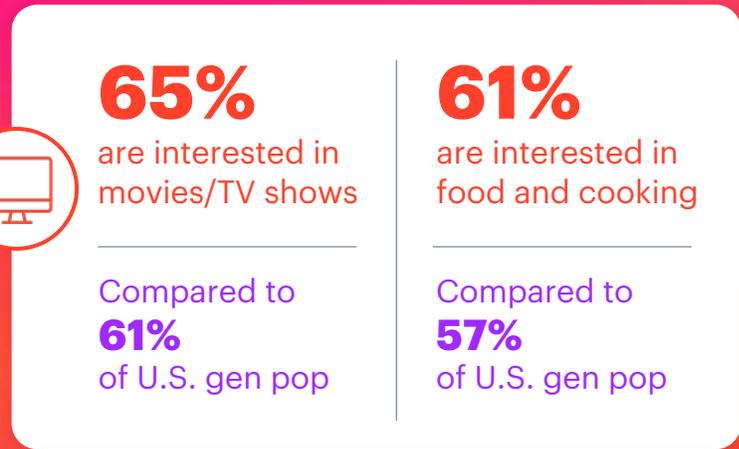
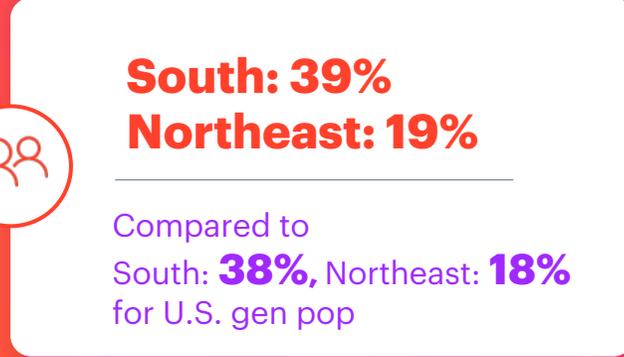
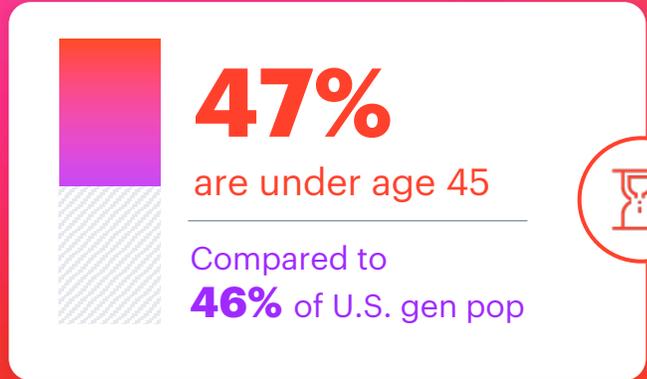
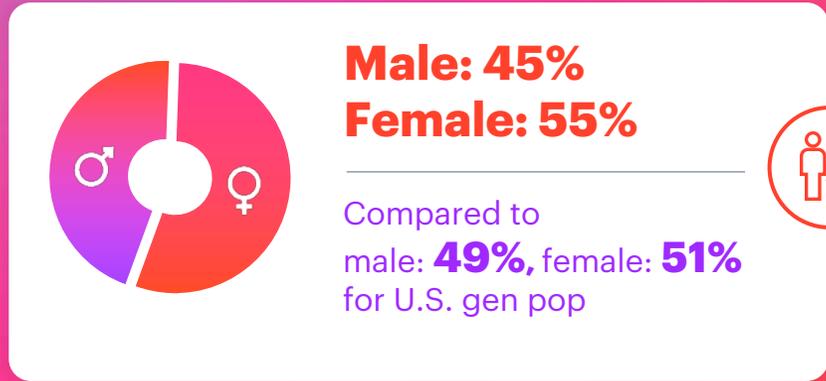
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“Which of the following brands do you think represents GOOD/POOR VALUE FOR MONEY?” (net score)

Rank	Fashion brands	Value
1	Old Navy	36.7
2	Levi's	35.1
3	Skechers	35.1
4	Hanes	33.3
5	Fruit of the Loom	32.9
6	New Balance	31.4
7	Wrangler	29.5
8	adidas	26.7
9	Nike	21.6
10	Lee	20.4

YouGov BrandIndex, Feb 1, 2025 – Jan 31, 2026. U.S. gen pop n> 32,600. To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days).

Profile spotlight: Old Navy considerers

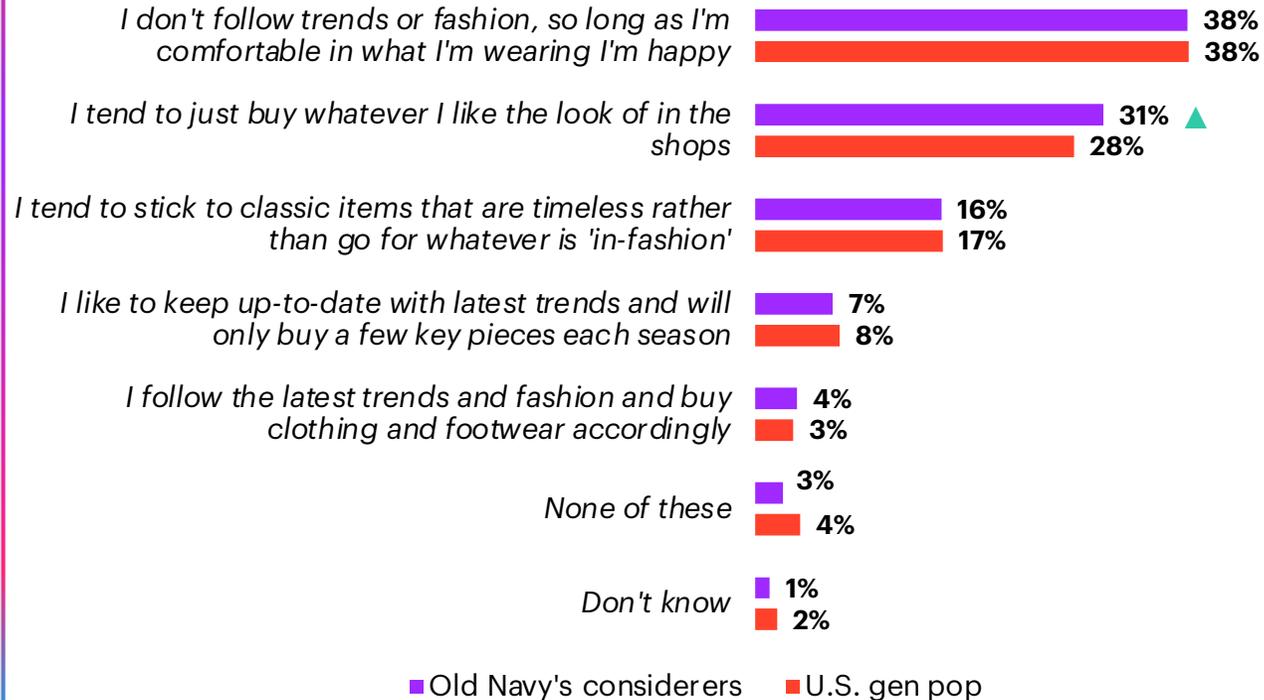


35%
of U.S. gen pop are Old Navy considerers

YouGov Profiles, February 2026. Old Navy's considerers n> 9,800. *Respondents who selected Old Navy in the brand consideration measure.

Old Navy considerers: shopper type and brand affinity

Which ONE, if any, of the following best describes the way you shop for clothing and shoes? Please select the ONE that best applies.
(% of Old Navy's considerers)



Brand affinity: Old Navy considerers

VALORANT	2.2x
Invisalign	2.1x
Gap	2.0x
Claire's	2.0x
Dragon Age	1.9x

Quality vs Value

Top brands win on Value and Quality, but that's not the only strategy

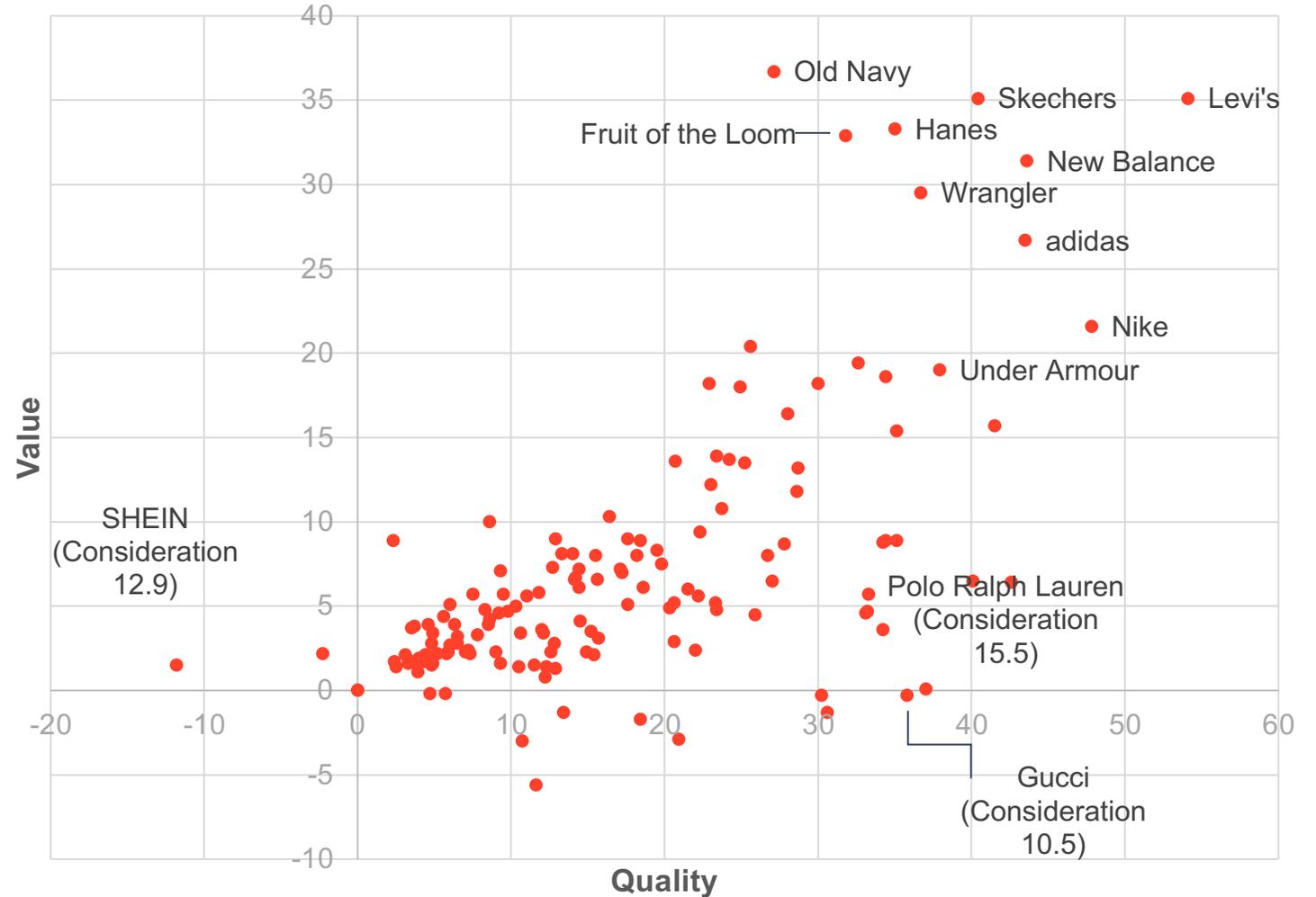
The most considered brands overall are all in the upper right, showing strong Value and Quality scores, showing these qualities are not always a trade-off.

High-quality luxury brands such as Gucci and Ralph Lauren have strong Consideration (10.5 and 15.5) despite comparatively low Value scores.

At the other end, SHEIN has low Value and Quality scores but is still considered by 12.9% of consumers.

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How does a fashion brand's Quality correspond to its Value?



YouGov BrandIndex, Feb 1, 2025 – Jan 31, 2026. U.S. gen pop n> 32,600. Dots displayed reflect each brand's Net Value and Net Quality. Only a selection of brands included for illustrative purposes– please get in touch for more data.

Spotted a competitor in the rankings?

The best brands don't rank by accident. When it comes to brand health, the strongest brands know exactly where they stand.

Keep up with the competition through brand tracking that's tailored to your industry and built to track the metrics that matter. Unlock reliable intelligence from the global leader in daily brand tracking.



Advertising awareness



Your brand | Competitor 1 | Your brand among Gen Z

Metrics ▾

Advertising awareness

Methodology

The brand tracking in this report have been sourced via YouGov BrandIndex and YouGov Profiles.

- The Consideration rankings are based on nationally representative data, with additional splits across gender and generation. Consideration scores are based on respondents' answers to the following questions: "When you are in the market next to purchase clothing, shoes, accessories or luggage, from which of the following would you consider purchasing?"
- Value scores are based on respondents' answers to the following question: "Which of the following brands do you think represent GOOD VALUE FOR MONEY? By that, we don't mean "cheap," but that the brands offer a customer a lot in return for the price paid/Now which of the following brands do you think represents POOR VALUE FOR MONEY? By that, we don't mean "expensive," but that the brands do not offer a customer much in return for the price paid."
- Quality scores are based on respondents' answers to the following question: "Which of the following brands do you think represents Good Quality/ Now which of the following brands represents Poor Quality?"
- Scores have been rounded to a single decimal place. For improvers, brands are ranked based on their change in scores. In cases where the change in score is the same between two brands, the current scores are used as a secondary metric to determine their ranking.
- A minimum base size of 300 (n) is required. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days). Throughout the report, unless otherwise noted, each generation is defined as: Gen Z (1997 or later), Millennial (1981-1996), Gen X (1965-1980) and Baby Boomers+ (Pre-1964).
- The profile deep dive in this report was powered by YouGov Profiles – an ever-growing source of consumer data, with 2+ million data variables from YouGov's 29+ million global panelists. The data used in this report was accessed via Profiles+ U.S.A., 2026-02-08.
- "Considerers" of a brand are consumers who have selected that brand in response to the question: "When you are in the market next to purchase fashion or apparel product, from which of the following would you consider purchasing?"

Thank you

/Research Reality

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