

MEN'S TEES

How Colors Compare

MEN'S APPAREL E-COMMERCE REPORT

Does the perfect tee exist? This report breaks down each color to show how it performs in the men's fashion industry and helps you understand what colors you should introduce in your product lineup.

2022 report

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OVERVIEW

Methodology

This report compares the colors of men's tees from six popular men's clothing brands. The data in this report is collected from the following brands: *Bylt*, *Twillory*, *Lululemon*, *Vuori*, *Alo Yoga*, and *Cuts*.

These brands were selected because they all offer a similar style of men's tee. Colors and shirt styles differ minimally between the shirt types compared. This report analyzes the sales make-up of these shirts based on color to understand what colors are most popular and where there is room for growth.

The data in this report is SKU-level sales-volume data collected by Particl from April 1, 2022 to September 30, 2022. The data only represents online sales and excludes third-party retailers.

Particl collects the daily sales volume of 500 million SKUs across 70,000 websites. Visit particl.com/demo to learn more about accessing and leveraging this data.



Source: Bylt



Tees Analyzed

Data from this report was pulled from Luz's database that tracks over 500k+ SKUS daily.

This report focuses on one product type—basic men's tees—across six different brands. When deciding which products to compare, factors like similar colors, cut, and the price point was considered.

The six tees that were analyzed are the following:

- Drop Lux Cut - Bylt

- Performance Tee - Twillory

- Lululemon Fundamental T-shirt - Lululemon

- Strato Tech Tee - Vuori

- Idol Performance Tee - Alo Yoga

- AO Curve-Hem Tee - Cuts

When grouping each of these product variants into color categories, the most similar color was picked to describe what color category the variant fell into.



COLOR

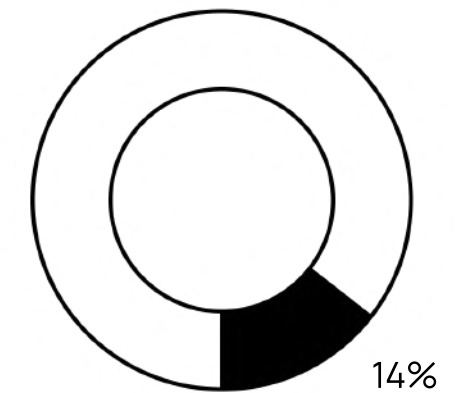
BREAKDOWN

BLACK

Black was the best-selling color across all variants of tees analyzed.

1. Black was the top-selling variant at 50% of the brands analyzed.
2. In total, black outperformed white by 13%.
3. Cuts and Bylt brought in the most revenue on their black t-shirt compared to the other brands.

Total T-Shirt Sales

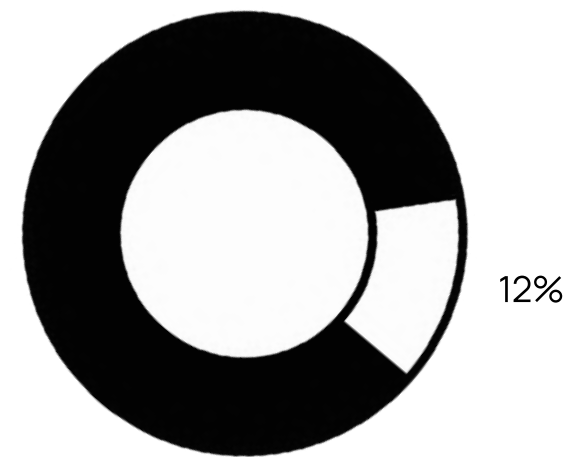


Black made up 14% of the total revenue of all tee variants.

WHITE

White was the 2nd most popular color of tee across all brands.

Total T-Shirt Sales



White made up 12% of the total revenue of all tee variants.

1. White was the top-selling color of 50% of the brands analyzed.
2. At Twillory, the white variant of the t-shirt was the most popular, making up 64% of total sales.
3. The white variant was the least popular at Lululemon, only making up 7% of total sales.



Sources: Bylt, Lululemon, Alo Yoga, Twillory

NAVY BLUE

Navy blue was the 3rd best-selling color of men's tees.

1. Navy blue accounted for 9% of total sales and only beat dark gray by 0.23%.

2. Navy blue and dark gray performed similarly between brands. There was only a marginal difference of 1-2% in contribution of total revenue between the t-shirt variants.

3. Navy blue outperformed regular blue (lighter blues) by 34%.





1. Dark gray outperformed light gray by 37% in total revenue across all brands.
2. Dark gray made up 9% of total t-shirt sales while light gray only made up 7% of total t-shirt sales.
3. "Heathered" styles were most popular in gray variants compared to other colors.

DARK & LIGHT GRAY

Dark gray was the 4th most popular color behind black, white, and navy.
Light gray was the 6th most popular out of eight.



1. The blue variant brought in 33% less revenue than the navy blue variant across all t-shirts analyzed.
2. Blue was Twillory's 2nd top-selling variant just behind white. It beat out black by 15%.
3. For most brands, the blue variant made up 4-5% of total sales for the specific t-shirt measured.



BLUE

Blue was the 5th best-selling variant right between dark gray and light gray. The blue variants analyzed were lighter than navy and darker than sky blue.

DARK GREEN

Dark green made up 3% of total sales from the t-shirt variants.

1. Although dark green was the 2nd least popular color variant, it was only provided by 33% of the brands analyzed. Where dark green was offered, it was the median variant.
2. At Cuts, the dark green color was the 3rd best-seller, selling 58% more than the 4th best-selling color, dark gray.



Sources: Bylt, Lululemon

DARK RED/MAROON

Dark red/maroon was the least popular color overall, accounting for only 2.8% of sales of the shirts analyzed.

1. Bylt was the only brand where the dark red/maroon variant outperformed the other variants making up 5% of total variant sales beating out the blue and dark gray variants.
2. At Lululemon, the dark red variant sold 564% less than the next least popular variant - light gray.
3. More vibrant reds were more commonly offered as seasonal items compared to dark reds/maroons.



KEY

TAKEAWAYS

Black and white remain at the top

Combined, black and white were the top-selling variants at 5/6 brands analyzed in this report.

These variants contributed to 27% of revenue between all colors analyzed. Based on this data, including black and white tee options is still a no-brainer for brands.

There is room to expand in dark green

Only 2/6 of the brands offered a dark green variant in the basic tee that we analyzed.

The dark green performed fairly average, but outperformed other available colors like light gray and dark red.

Brands should consider offering a dark green variant to their basic tee product.

Darker does better, excluding white

When comparing navy blue and normal blue and dark gray and light gray, the darker variant performed better.

Brands should consider offering more dark variants of colors they offer and scale back inventory on lighter variants.

About Particl

Particl is the new market research platform designed for product development and merchandising teams who need accurate, granular, and real-time e-commerce data.

Particl collects SKU-level data from 70k+ e-commerce brands to show exactly how products perform within a company's e-commerce site.

Particl empowers brands to make immediate data-driven decisions, optimize product lines based on data, grow revenue, and minimize losses.

- \$2B+ in revenue tracked daily from over 70K+ e-commerce sites
- 500M+ SKUs tracked from 70k+ sites
- Data updated daily

Learn more at particl.com