

decile

2025

See how you stacked up against industry peers

Introduction

A question we often get is “how do my metrics compare against industry peers?” We’ll share the most requested metrics of 2025 by industry. **Data derived from a sampling of Decile clients.*

We’ll explore:

- Average Order Value (AOV)
- Average Revenue per User (ARPU)
- Average Lifetime Revenue (LTR)
- New v. Returning Customers
- Purchase Frequency
- Repurchase Rate
- Retention Rate



Home Goods



Fashion & Apparel



Health & Beauty



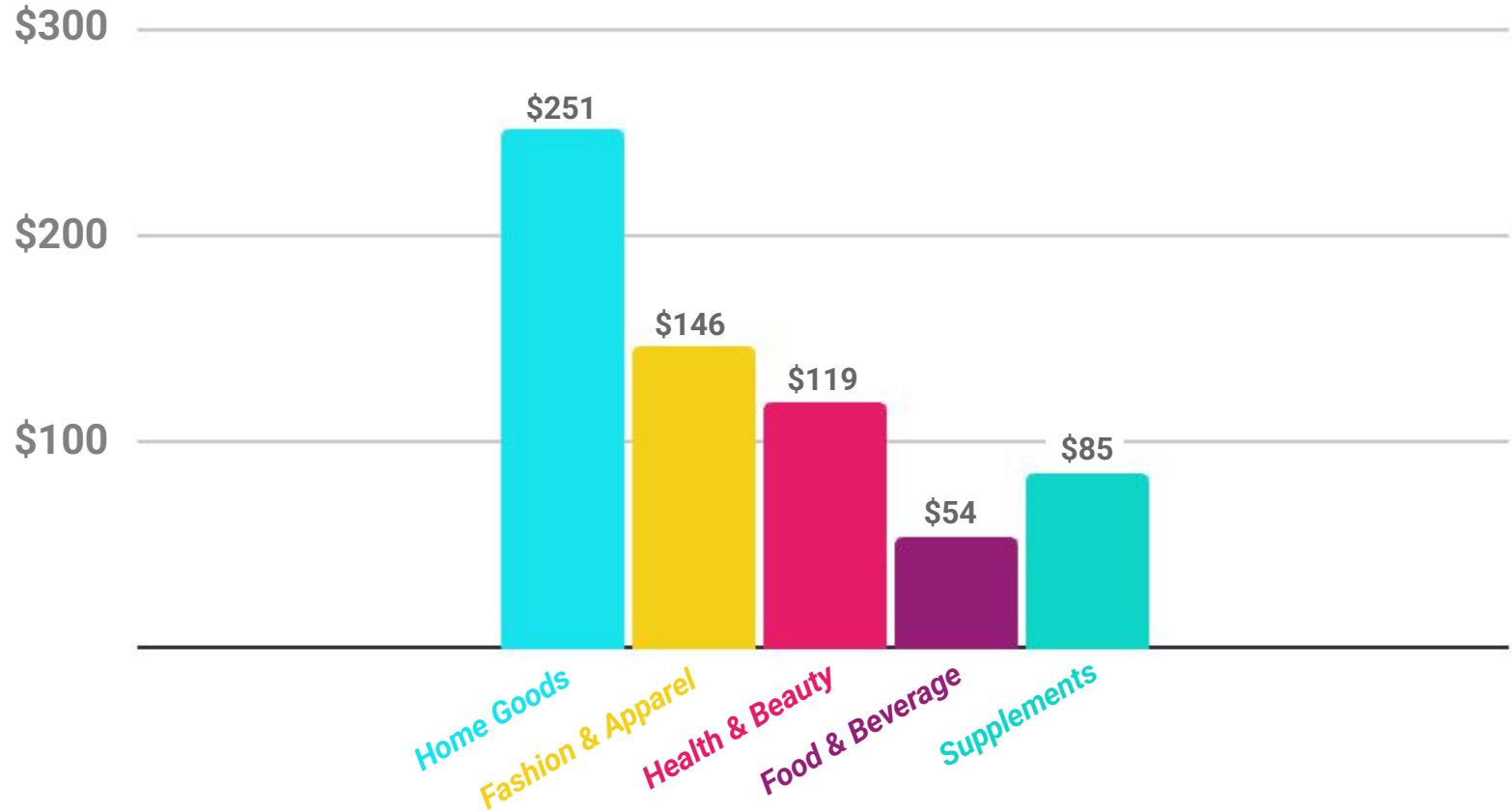
Food & Beverage



Supplements

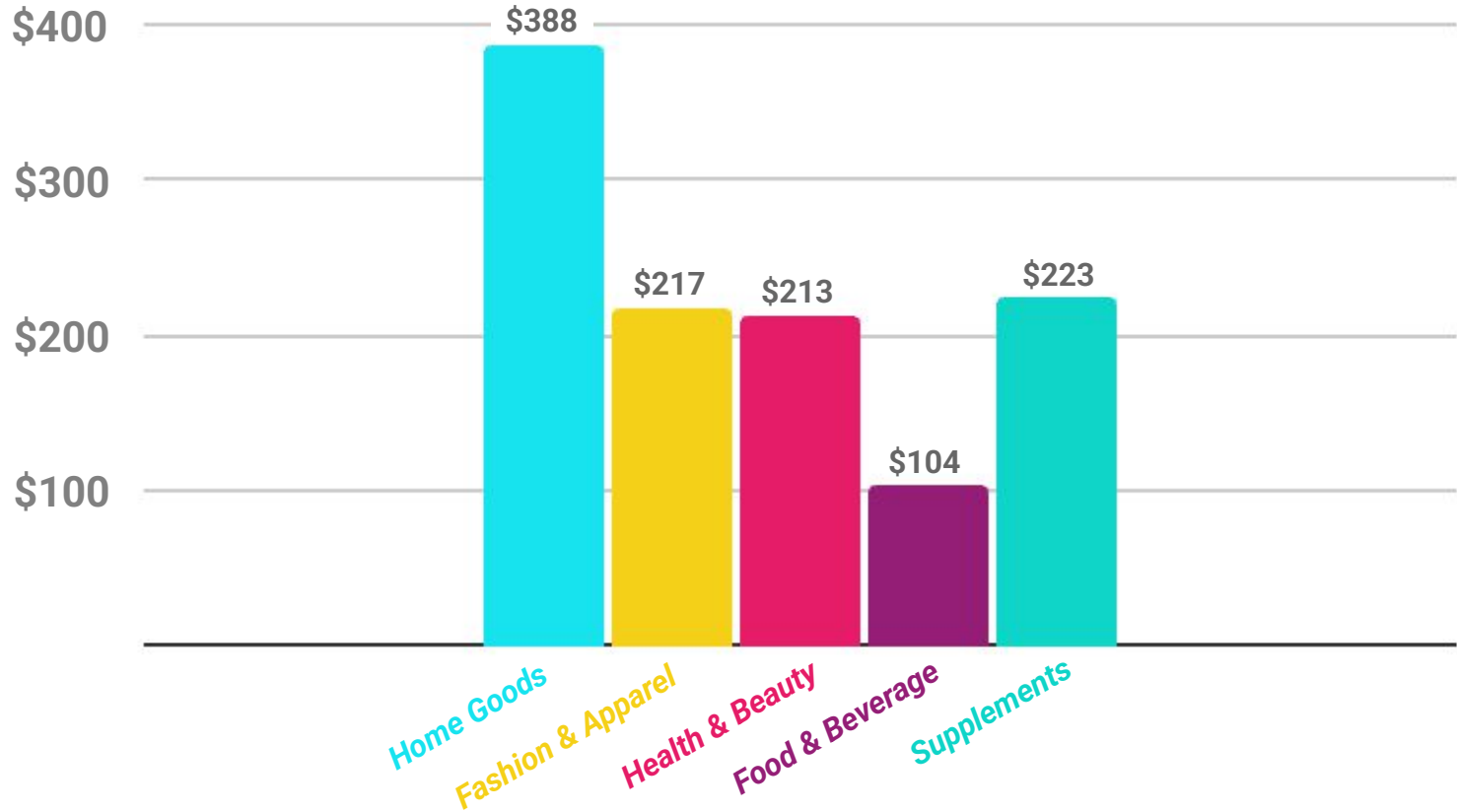
AOV

The average order value (AOV) represents the average amount customers spent per transaction in 2025..



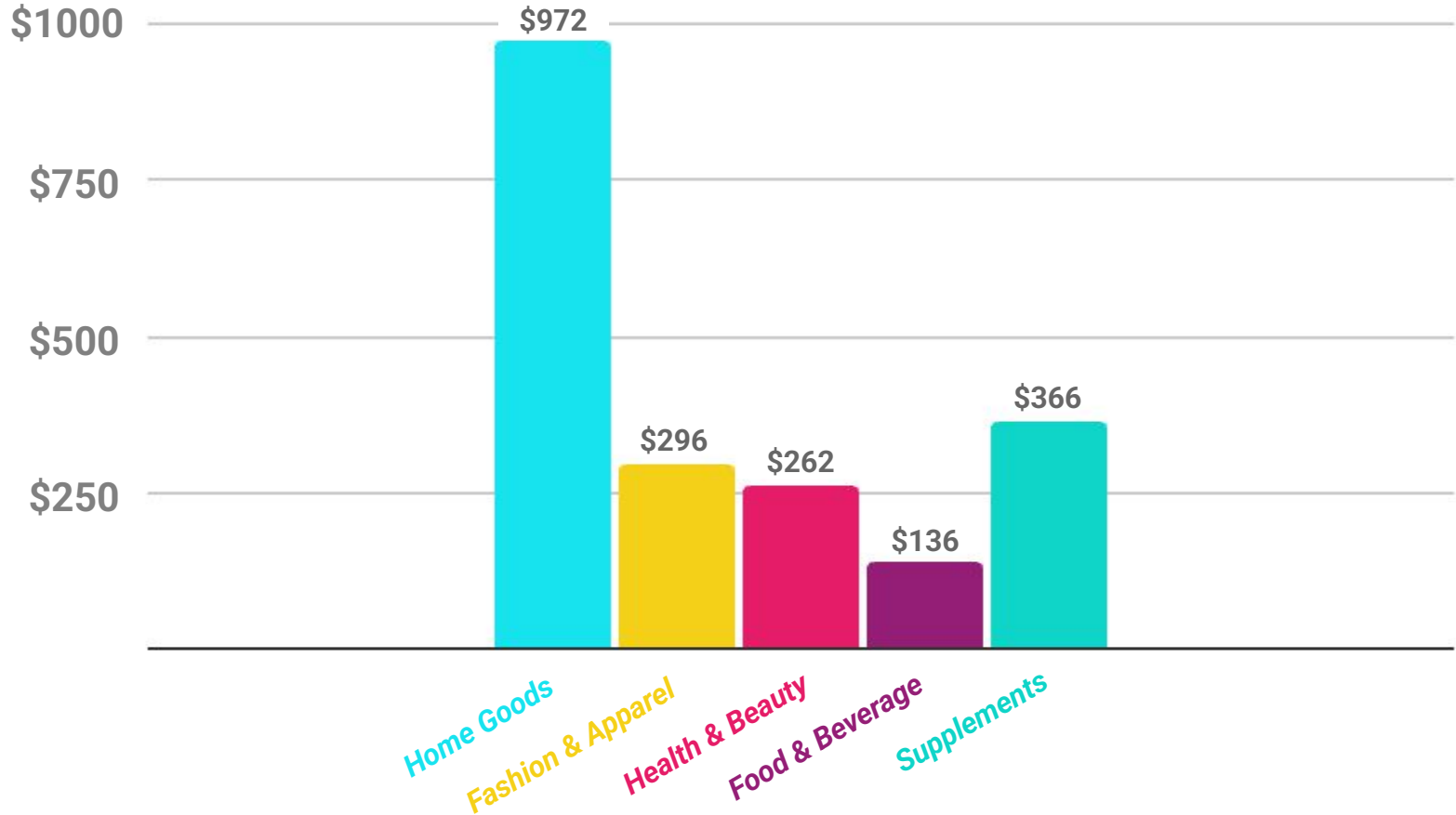
ARPU

The average revenue per user (ARPU) represents the average revenue generated per customer in 2025.



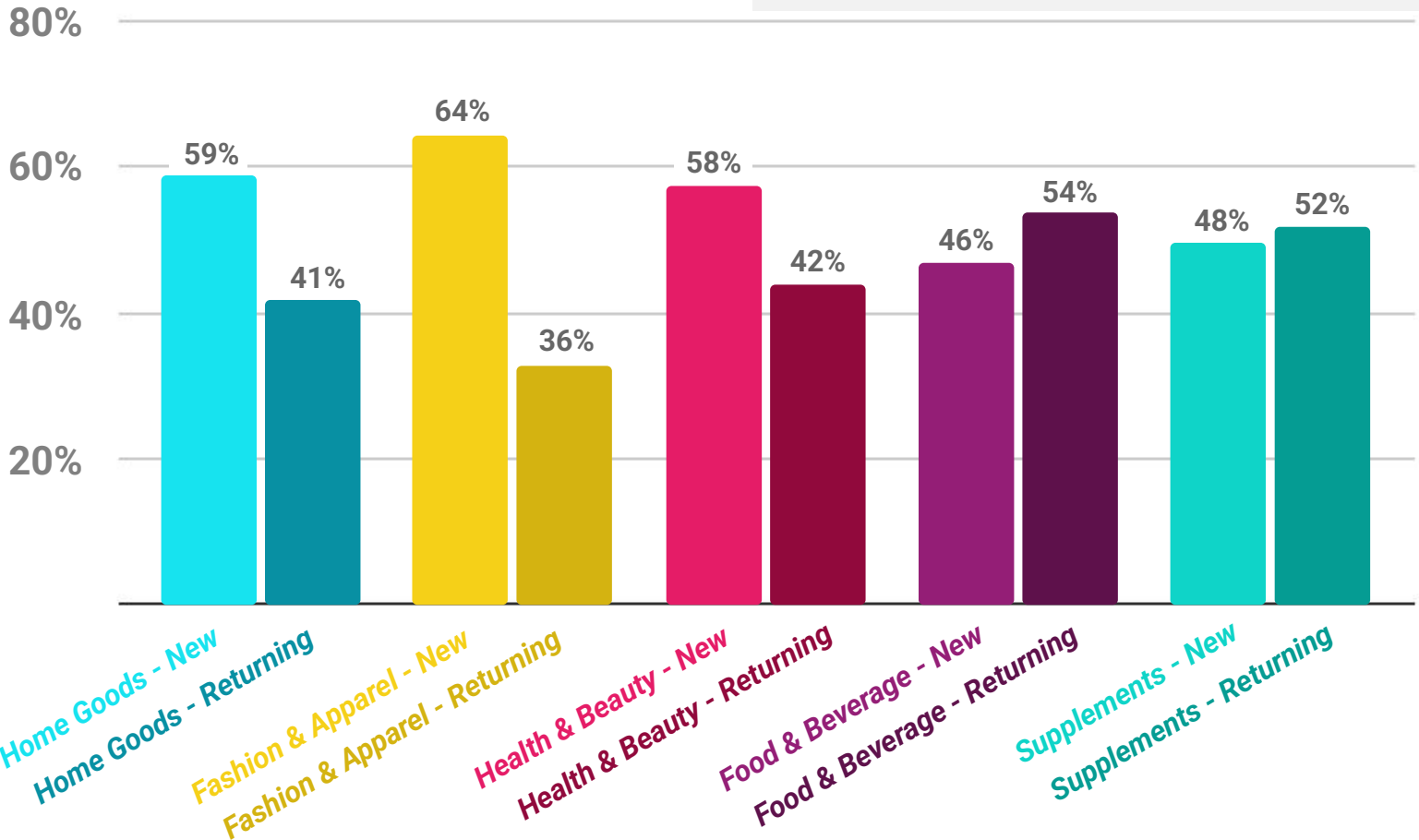
LTR

The average lifetime revenue (LTR) represents the cumulative lifetime value of customers who made at least one purchase in 2025.



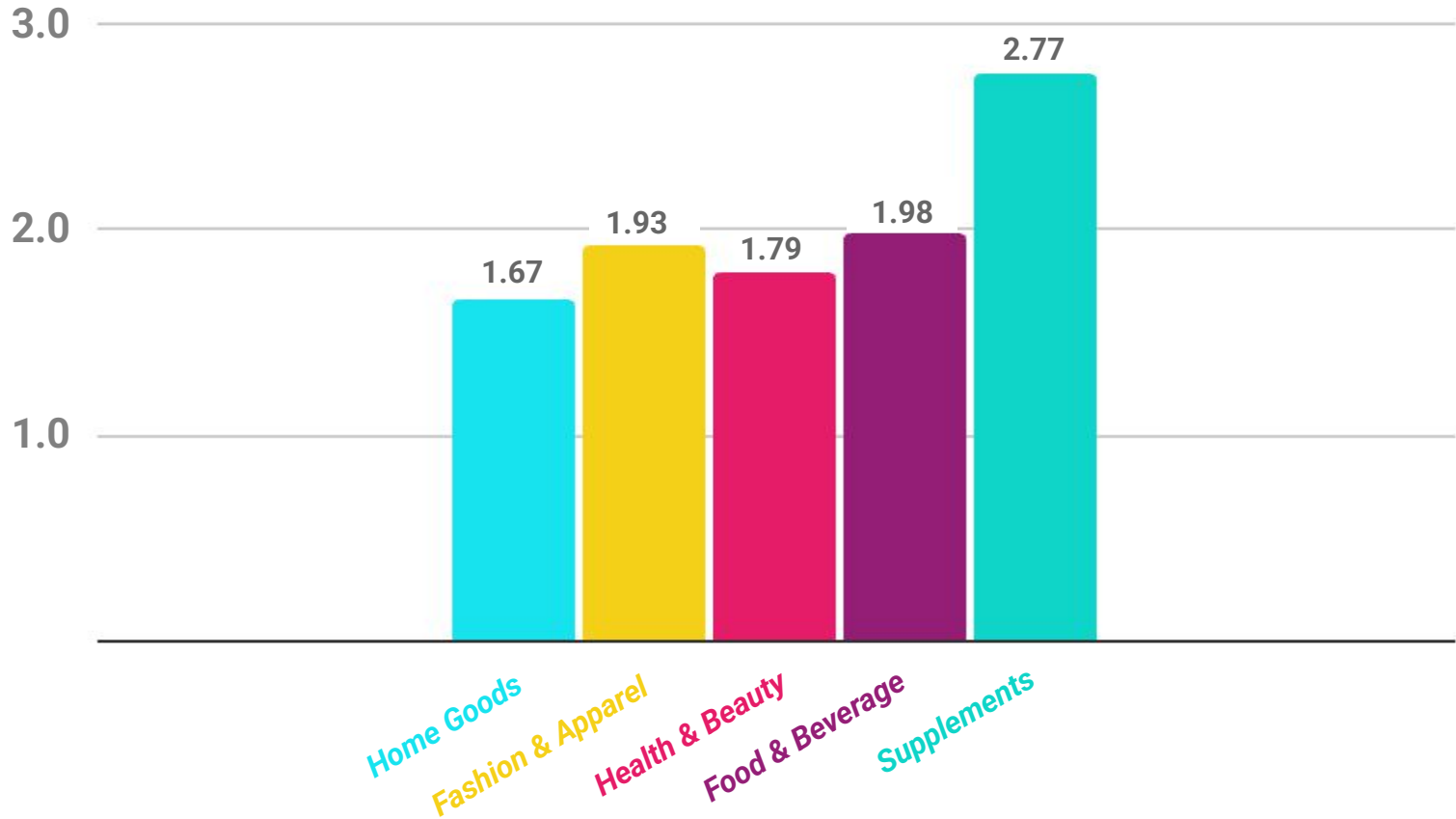
New v. Returning Customers

The percentage of the revenue generated from net new customers compared to repeat customers in 2025.



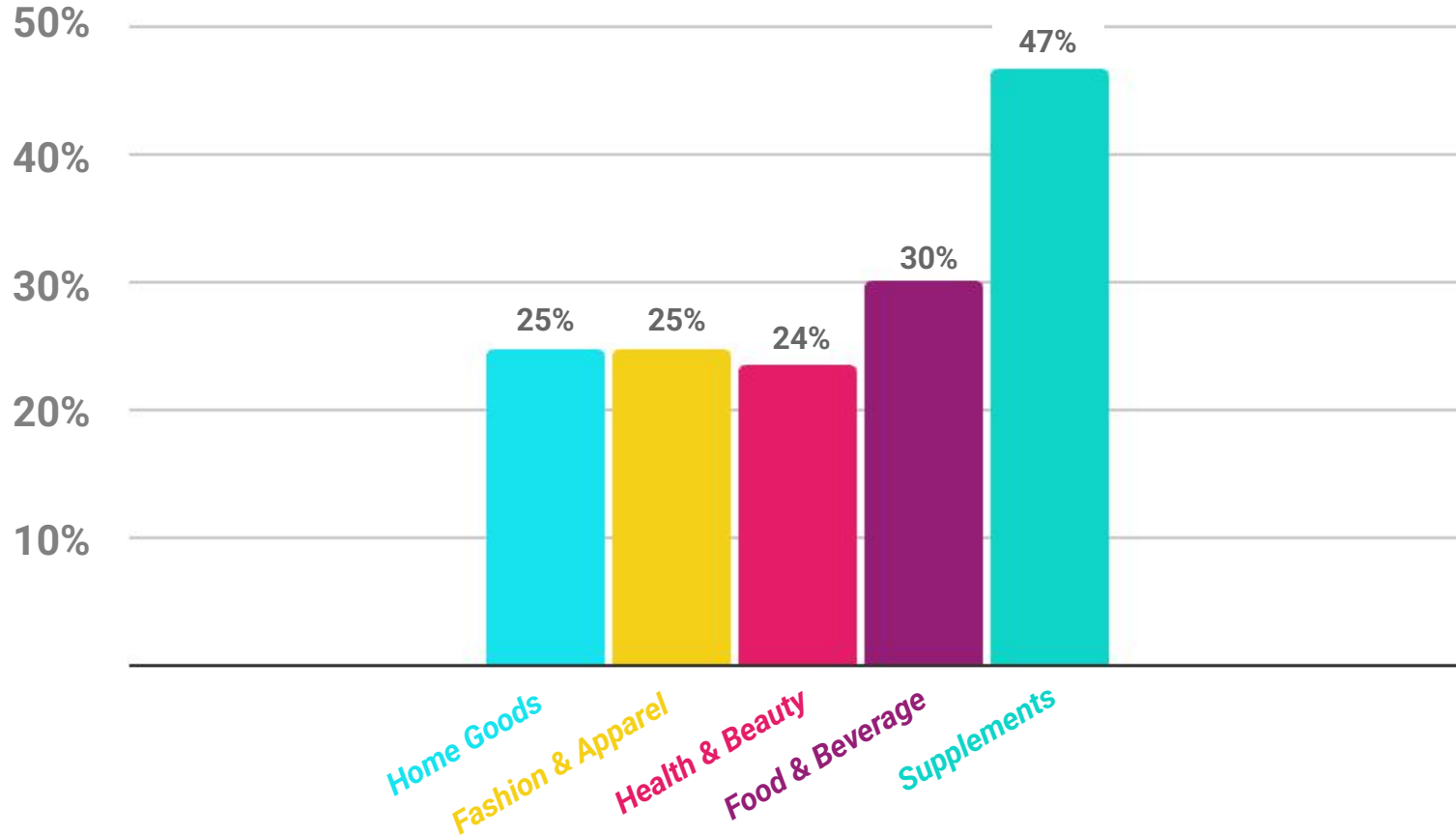
Purchase Frequency

The average number of times a customer purchased from a brand in 2025.



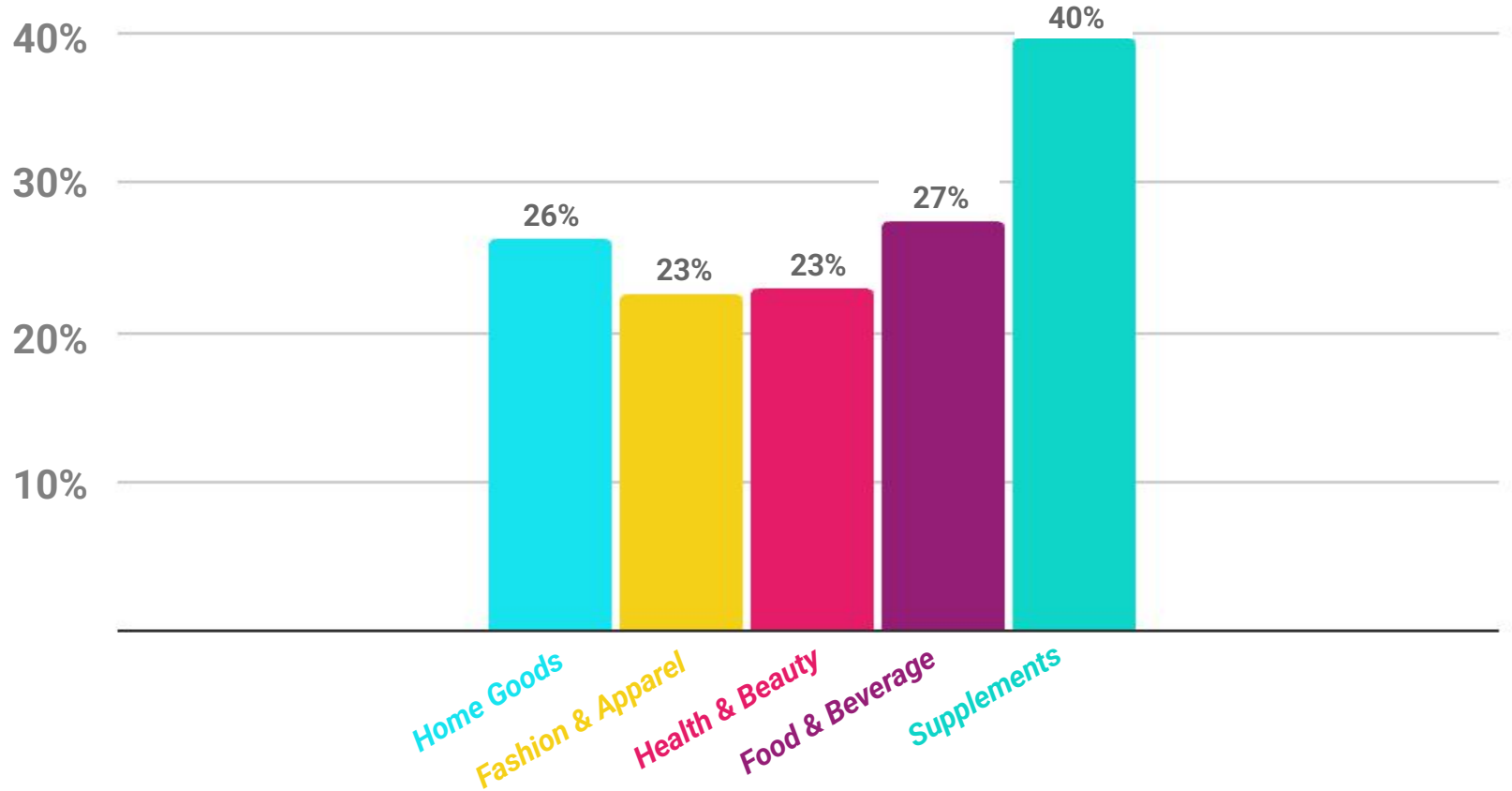
Repurchase Rate

The percentage of customers who completed multiple purchases in 2025.



Retention Rate

The percentage of customers who made purchases in 2024 *and* in 2025.



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