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Benchmarking Guide *H1 2026*

Introduction

A question we often get is “how do my metrics compare against industry peers?” We’ll share the most requested metrics of 2026 by industry. **Data derived from a sampling of Decile clients.*

We’ll explore:

- Average Order Value (AOV)
- Average Revenue per User (ARPU)
- New v. Returning Customers
- Purchase Frequency
- Repurchase Rate
- LTR
- LTV: CAC Ratio



Fashion & Apparel



Food & Beverage



Health & Beauty



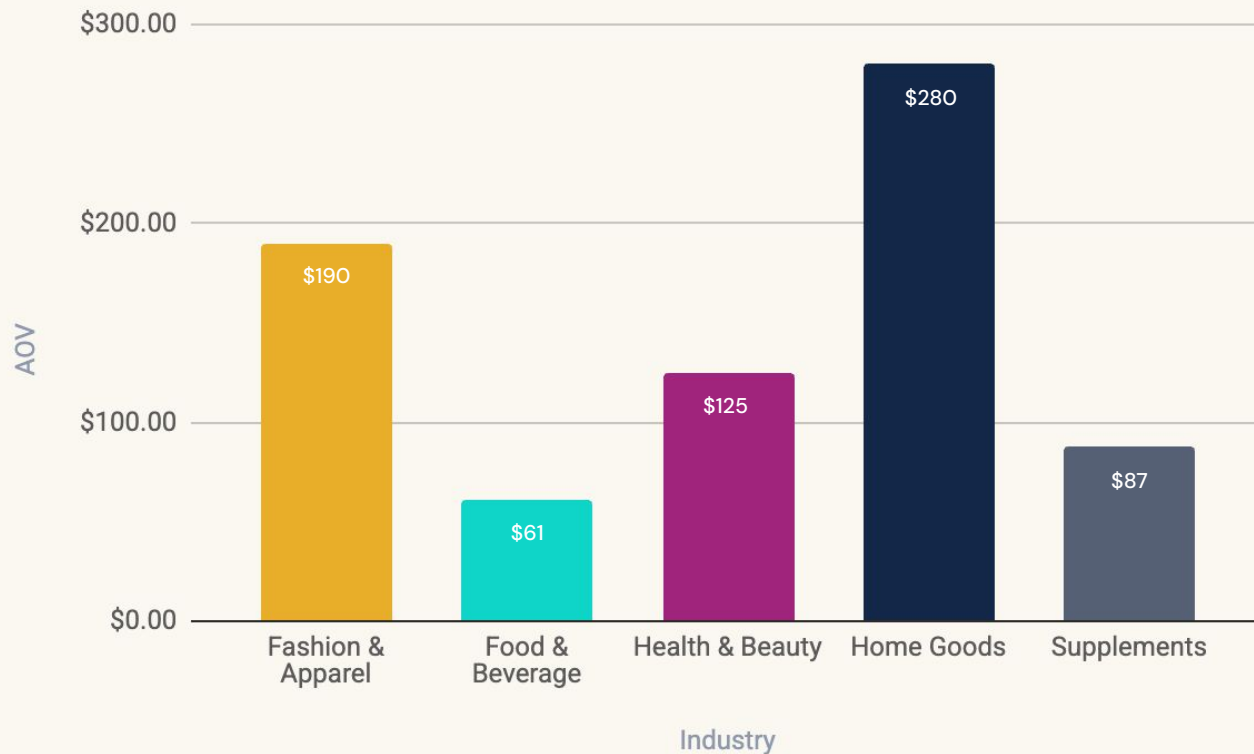
Home Goods



Supplements

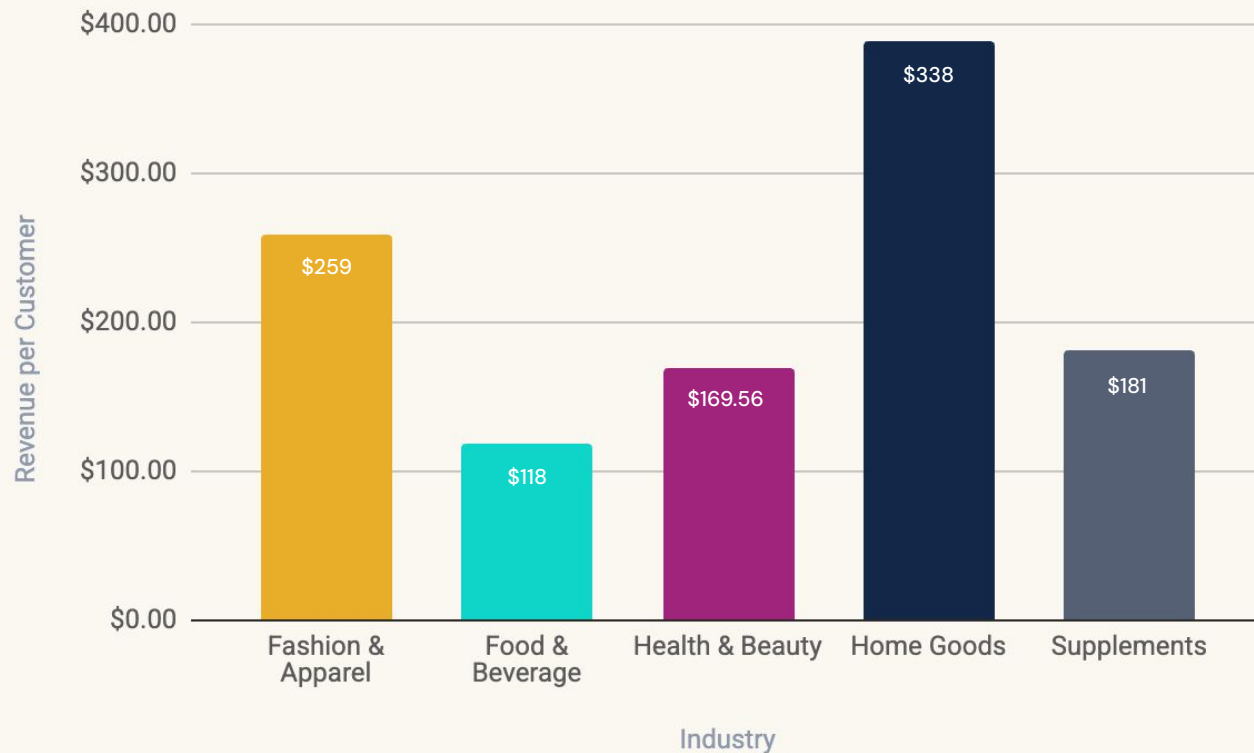
AOV

The average order value (AOV) represents the average amount that customers spent per transaction H1 2026.



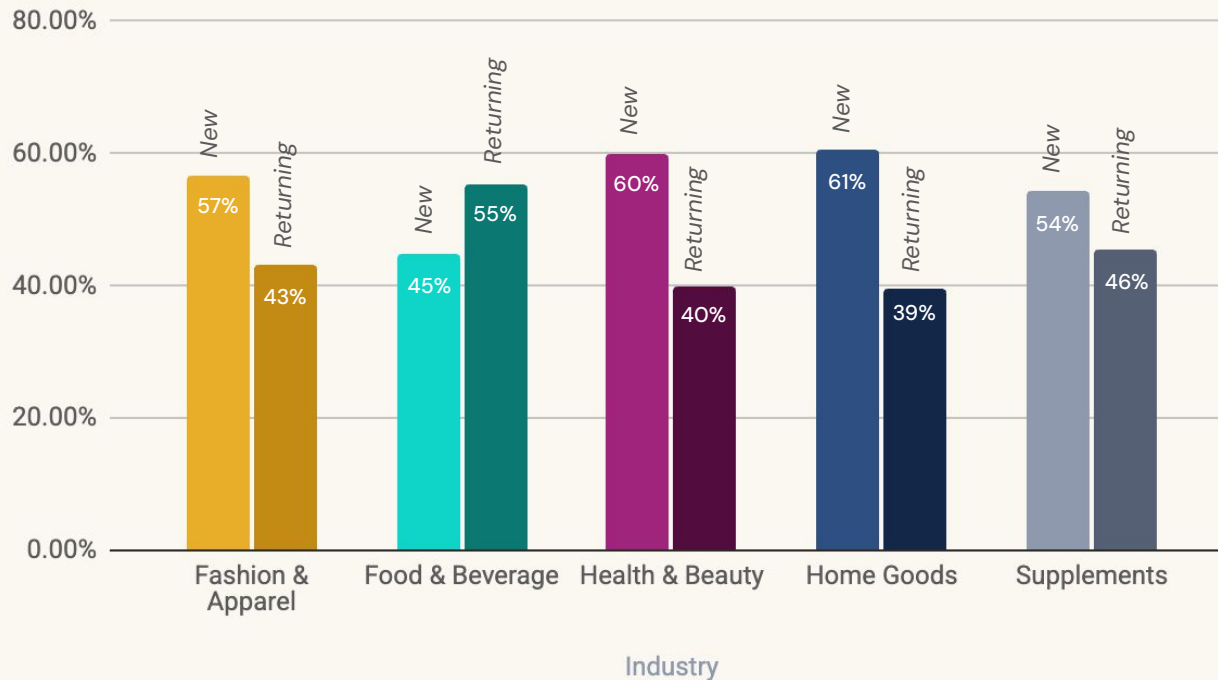
ARPU

The average revenue per user (ARPU) represents the average revenue generated per customer in H1 2026.



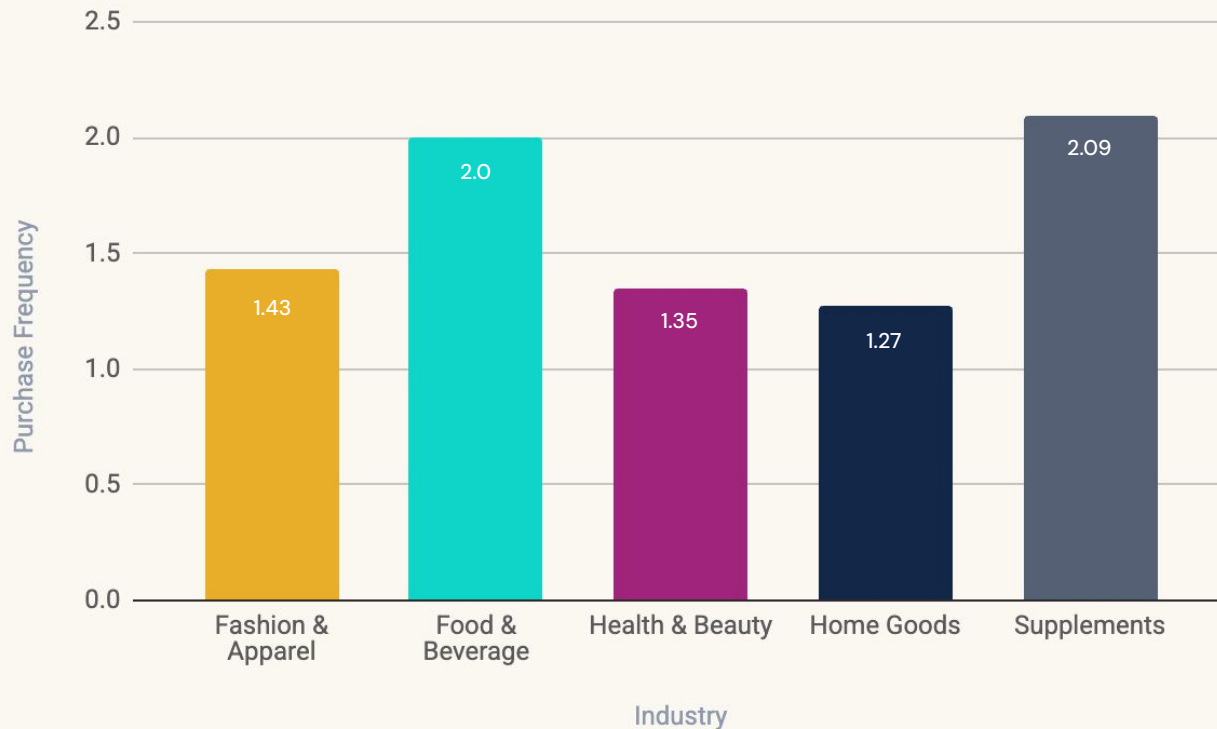
New v. Returning Customers

The percentage of the revenue generated from net new customers compared to repeat customers in H1 2026.



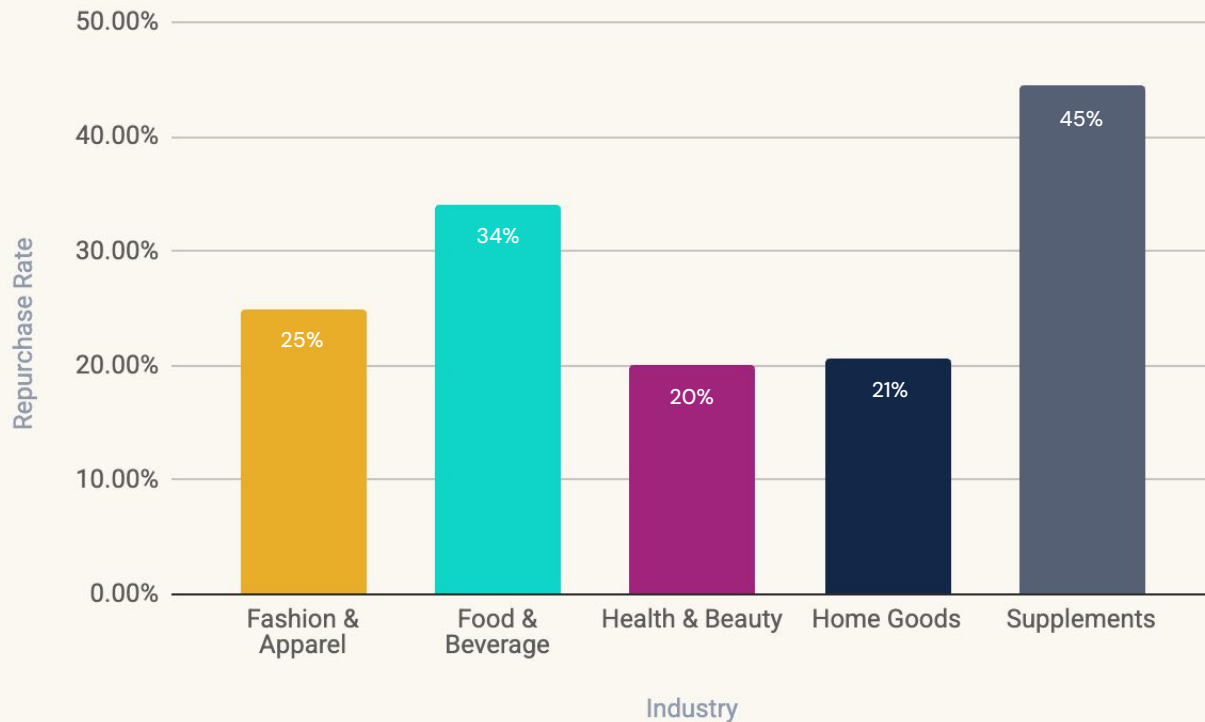
Purchase Frequency

The average number of times a customer purchased from a brand in H1 2026.



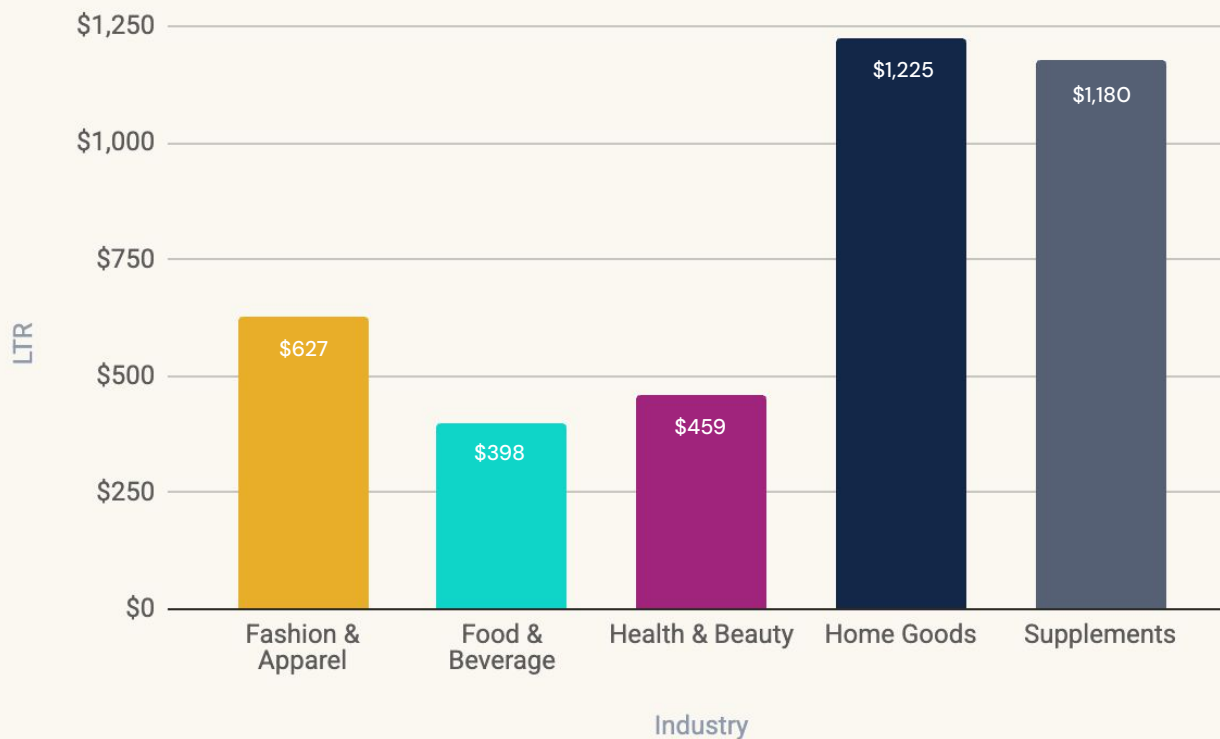
Repurchase Rate

The percentage of customers who repurchased a product in H1 2026.



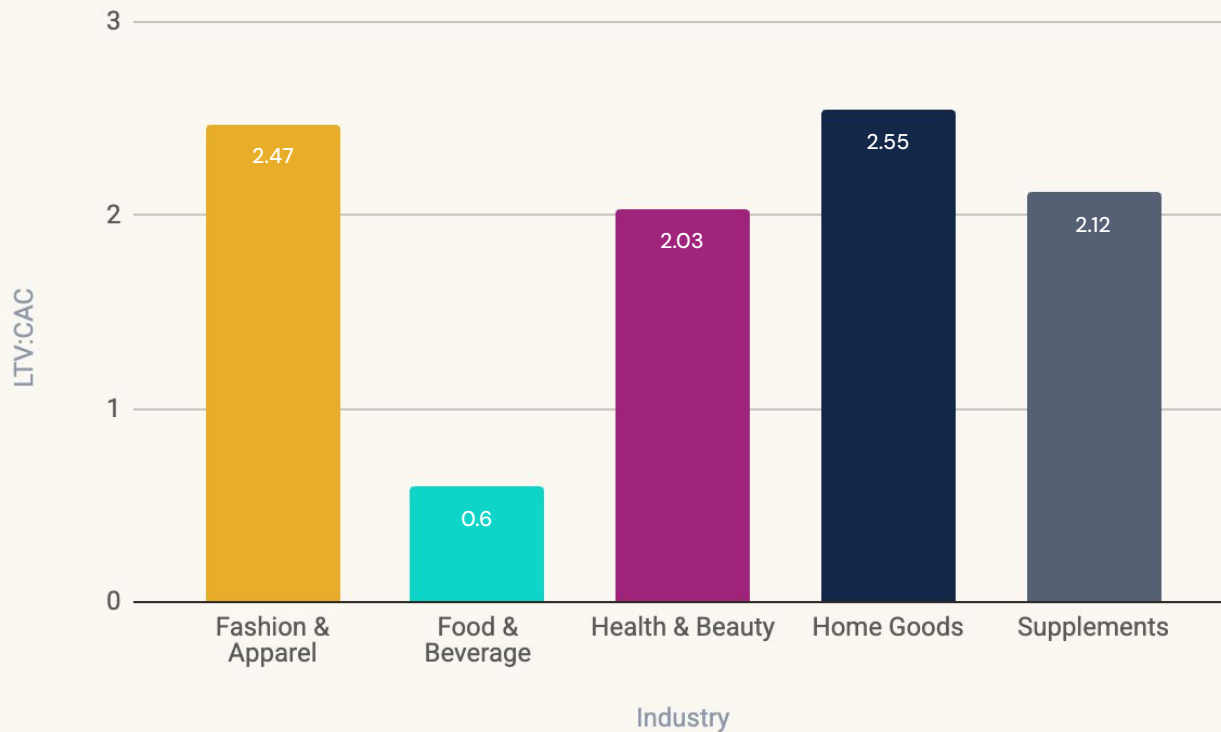
LTR

The lifetime revenue (LTR) represents the cumulative lifetime revenue of customers who made at least one purchase in H1 2026.



LTV:CAC Ratio

The LTV:CAC ratio represents the lifetime value of a customer compared to the cost to acquire them in H1 2026.



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See what Decile finds in *your* data.

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