

# REPLICA DESIGN

Survey on Danes' acquisition of Replica Design. Conducted by YouGov in Nov 2020

## Summary of key findings:

**11%**

of Danes have bought replica design in the past 5 years.

**19%**

of Danes expect to buy replica design within the next two years.

**59%**

of those who expect to buy in the next two years are new buyers.

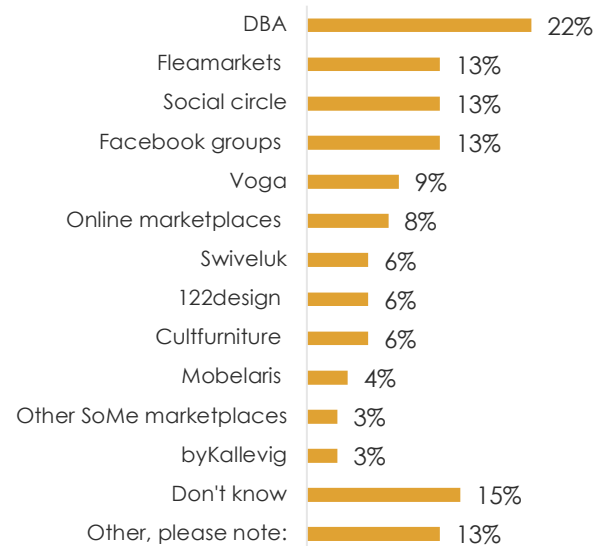
**24%**

of those who buy replica design buy it at least once a year (heavy-users)

**40%**

of buyers/potential buyers believe it is illegal to sell replica design, but the question divides the group, meaning there is considerable uncertainty regarding this question.

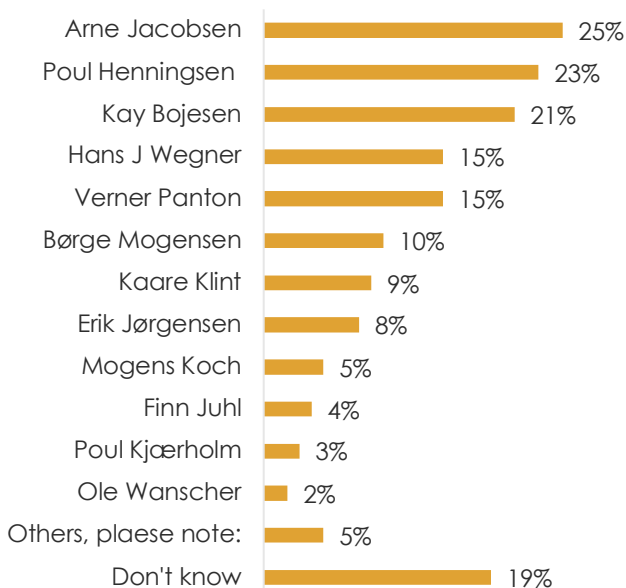
## Sales channels for replica design



The reasons for buying replica designs are design, price, and good enough quality

The main risks mentioned about buying replicas are poor quality, no or poor warranty from the manufacturer, the product being made under poor working conditions, and not looking like the original.

## Most purchased designers as replica design



## Differences between buyers and potential buyers:

- Buyers who have purchased replica designs within the past 5 years are slightly less concerned about the risks of buying replica designs than potential buyers. This is also true in terms of whether some of these risks could make people opt out of buying replica designs.
- In general, potential buyers have higher requirements for the purchase of replica designs than current buyers on the various parameters.

The survey was conducted among Danes aged 18 and older who have either purchased replica designs or expect to do so. Data was collected between 5 and 10 November 2020 via the internet using the YouGov Panel in Denmark.