

INDEPENDENT DATA REPORT · OCTOBER 2026

SHEIN by the numbers

What 5.15 million products say about SHEIN's UK catalogue: size, prices, permanent discounts, how fast it grows, and why the same product costs something different in another country.

UK catalogue snapshot taken 16–17 October 2026, compared with the US storefront.
Independent analysis. Not affiliated with, endorsed by or sponsored by SHEIN.

Eight numbers

5.15M

products live in SHEIN's UK catalogue on 17 October 2026

~14,500

new products a day: live listings created in the last 90 days
(a lower bound)

97%

of priced products show a higher crossed-out price; the
median markdown is 24%

£7.48

median price; 65% of products cost under £10

3%

of 2.38M identical products cost the same in the UK and the
US; the median gap is 17%

78,770

seller storefronts; the 100 largest hold 24% of listings, the
median store lists 9

61%

of today's catalogue was created in 2026; the median listing
is 193 days old

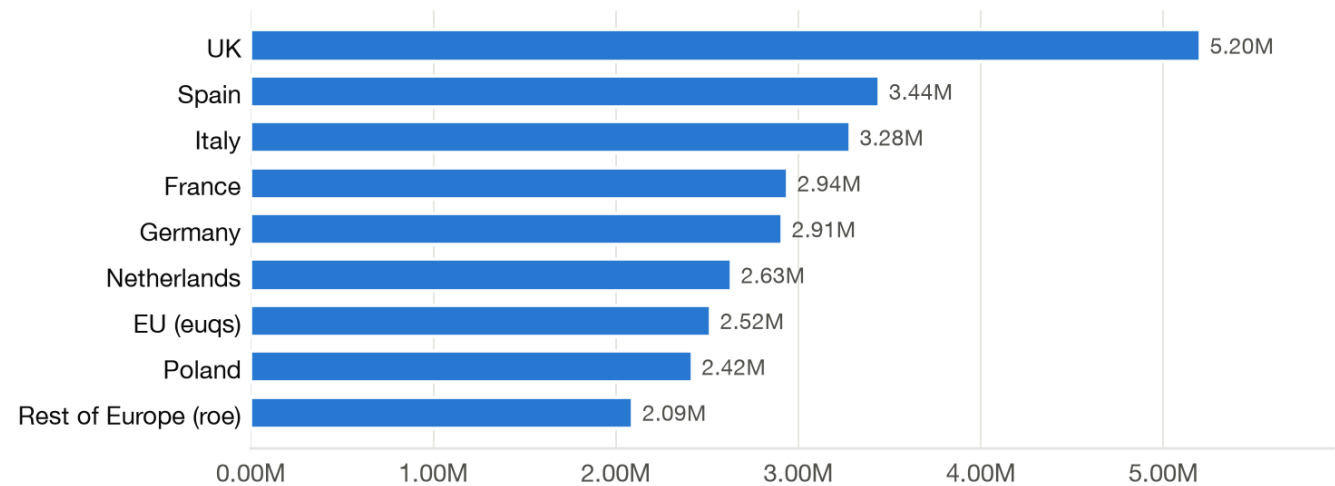
90%

of products with 10+ reviews are rated 4.5★ or higher

5.15 million products in one country

On 17 October 2026 SHEIN's UK storefront had **5,154,854** live products. Another 76,502 listed products (1.5%) were sold out or off sale at that moment.

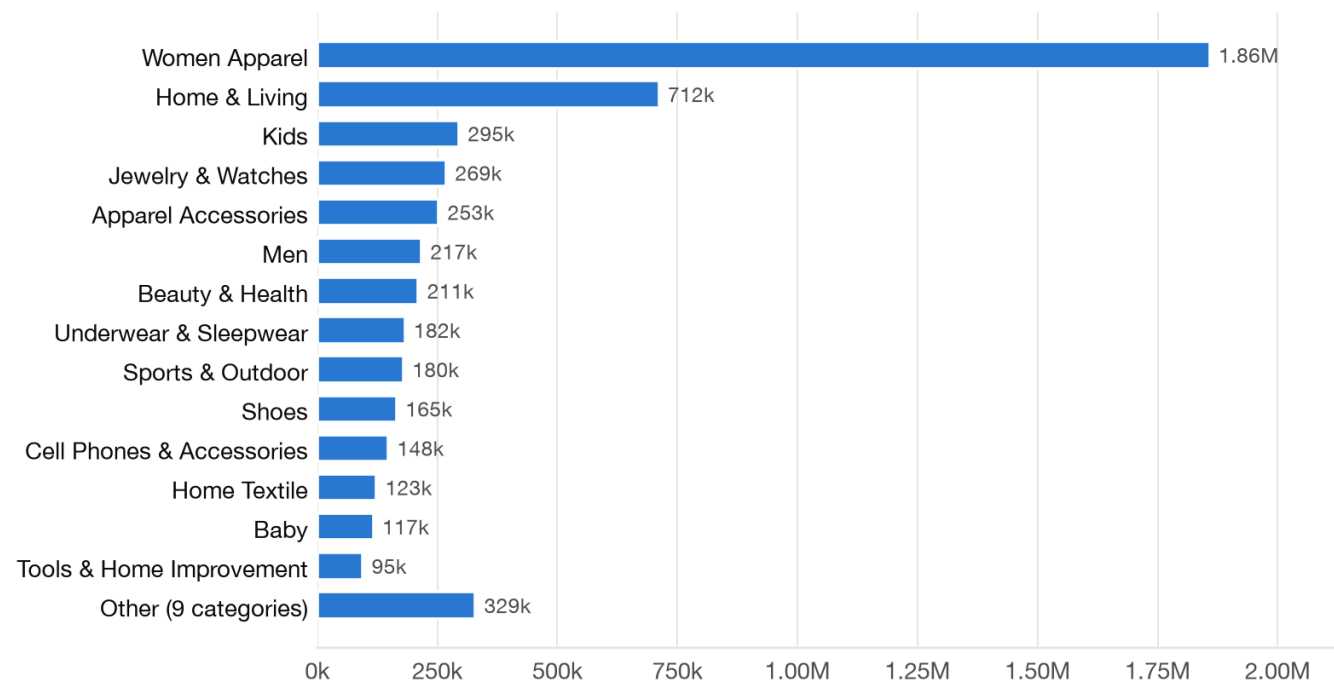
The UK has the largest European storefront. Across the nine European storefronts we measured there are **6.6 million** distinct products, but only **1.0 million** are listed in all nine. Each country gets a different assortment.



Products per storefront, 17 October 2026: GB 5.20M, ES 3.44M, IT 3.28M, FR 2.94M, DE 2.91M, NL 2.63M, EUQS 2.52M, PL 2.42M, ROE 2.09M.

What SHEIN sells

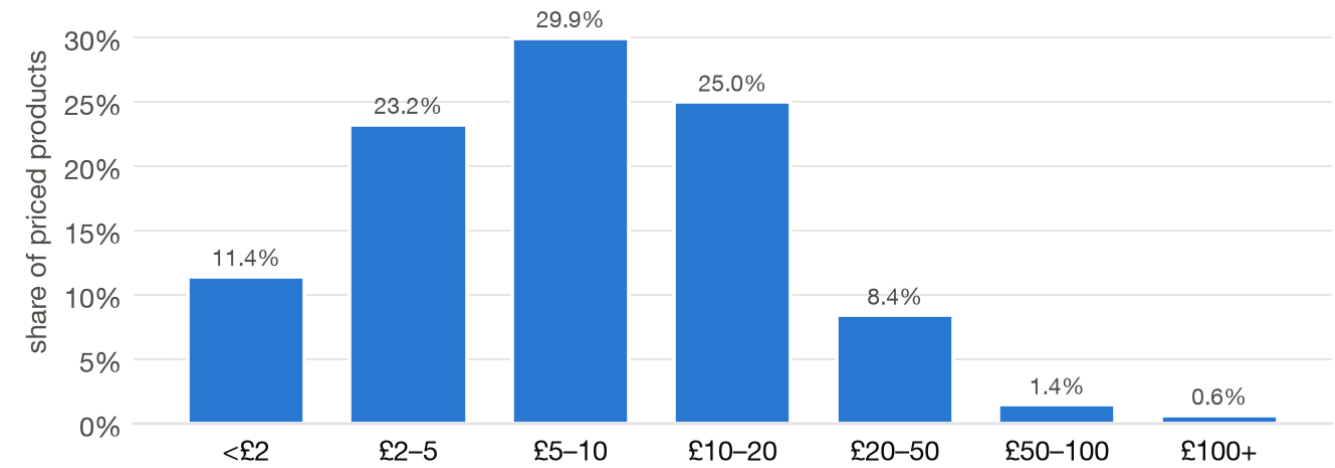
Women's clothing dominates: **36%** of all UK products sit in "Women Apparel". But SHEIN is now a general store: Home & Living alone has 712k products, more than Kids or Men. The catalogue spans 23 top-level and 7,117 leaf categories.



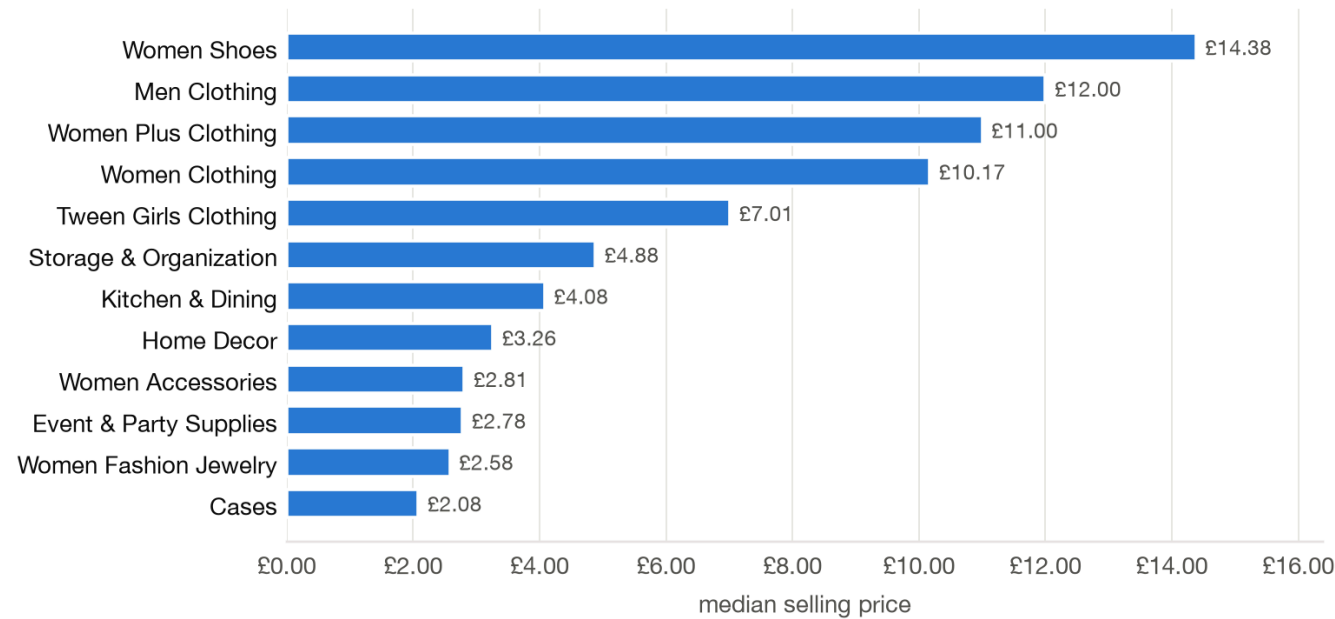
Top-level category of each product as assigned by SHEIN. The biggest single leaf category is "Women T-Shirts" with 220,754 products.

A median price of £7.48

Half of SHEIN's UK products sell for under **£7.48**. A third (35%) cost under £5, 65% under £10, and only 2.0% cost £50 or more. The middle 80% sit between £1.88 and £20.49.



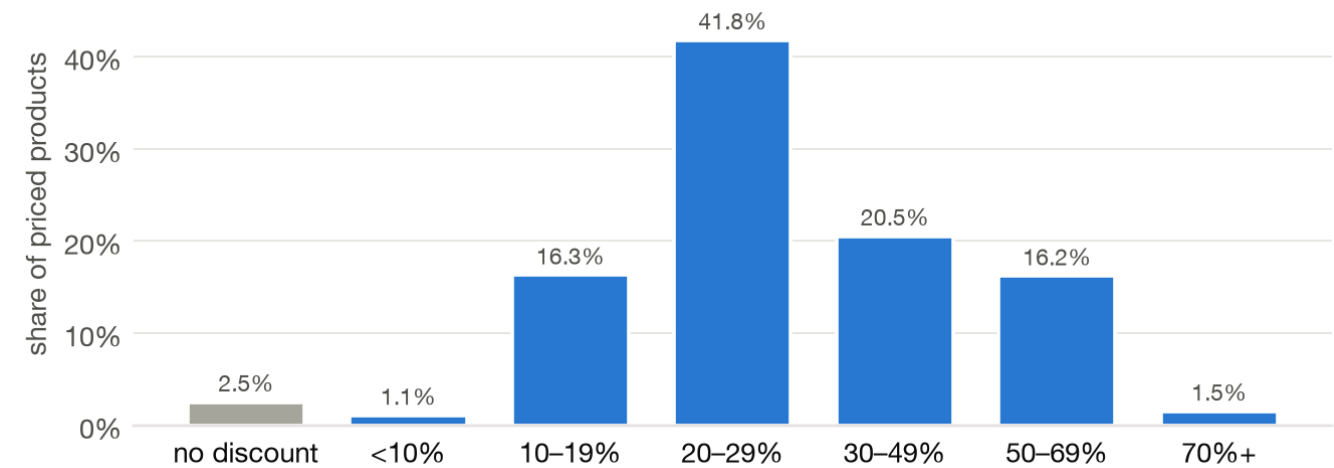
Median price by category



Selling price as shown to UK shoppers, in GBP including VAT. Categories with at least 20,000 priced products.

Almost everything is "on sale"

97% of priced UK products are shown with a higher crossed-out price next to the selling price. The typical markdown is **24%**; markdowns of 20–22% are the most common, and 18% of products claim half price or better. Only 2.5% show no discount at all.

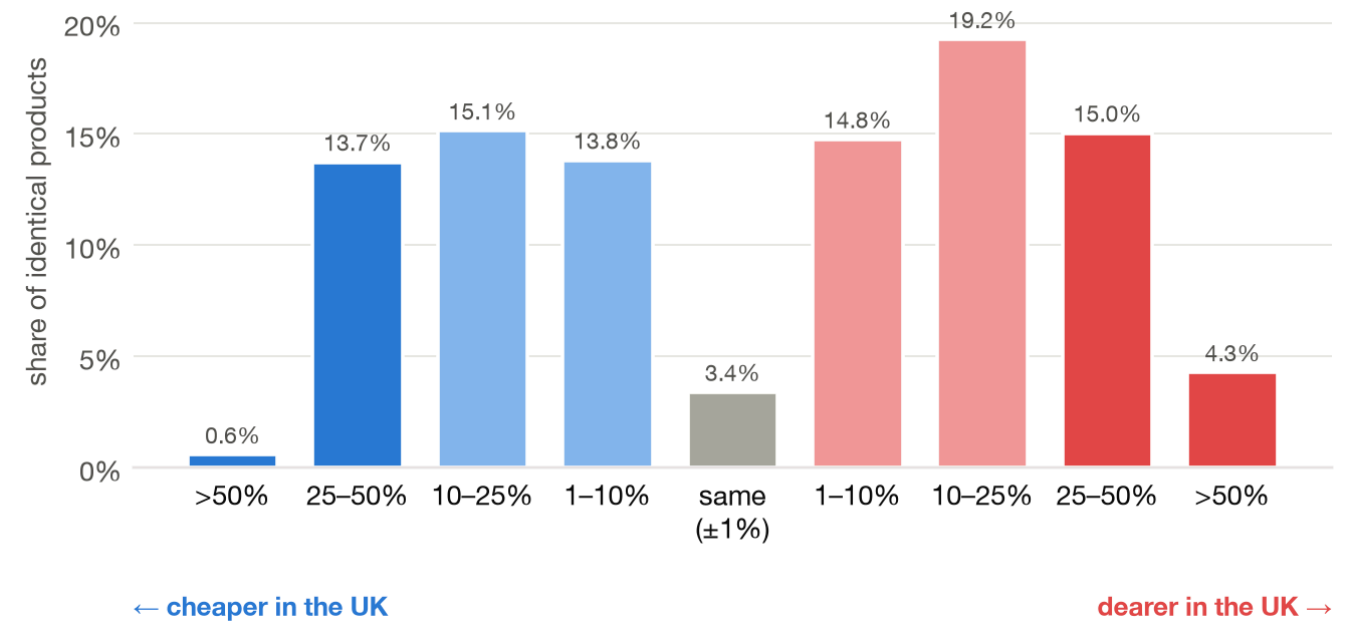


Category	priced products	shown discounted	median markdown
Women Clothing	1,410,103	98%	37%
Women Plus Clothing	340,083	100%	39%
Men Clothing	198,950	95%	35%
Women Fashion Jewelry	195,535	100%	22%
Women Accessories	177,672	100%	20%
Home Decor	160,630	98%	22%
Event & Party Supplies	156,296	97%	21%
Women Shoes	143,194	99%	22%
Cases	117,147	98%	21%
Storage & Organization	90,917	96%	21%

Markdown = $1 - \text{selling price} \div \text{crossed-out ("retail") price}$, both as shown by SHEIN on 16–17 October 2026. A single snapshot can't show how long a crossed-out price was ever charged; a daily price history can.

Only 3% of products cost the same in the UK and the US

We matched **2,383,160** identical products (same SHEIN product ID) between the UK and US storefronts and compared their prices in US dollars. Just 3.4% cost the same (within 1%). The median gap is **17%**, and 34% differ by more than a quarter, in both directions: 53% are dearer in the UK and 43% cheaper.

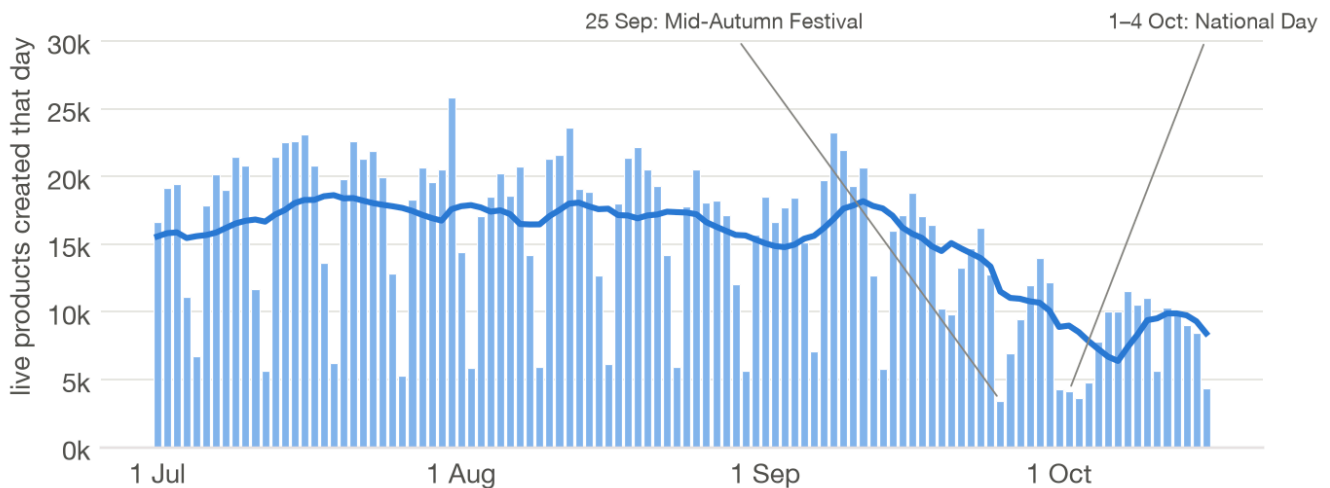


Category	matched products	median UK vs US
Women Clothing	724,344	+0.9%
Women Plus Clothing	245,354	+0.2%
Men Clothing	96,438	+12.8%
Women Fashion Jewelry	93,050	+22.5%
Women Shoes	81,204	+2.0%
Women Accessories	75,701	-1.6%
Tween Girls Clothing	55,162	-7.0%
Event & Party Supplies	53,122	+10.3%
Home Decor	52,241	+0.5%
Young Girls Clothing	41,331	-9.9%

UK prices include 20% VAT; US prices exclude sales tax. Both converted to USD at ≈1.32 USD per GBP. The US snapshot is a day older than the UK one; a same-moment re-check of 60 random matched products found the gap pointing the same way for 60.

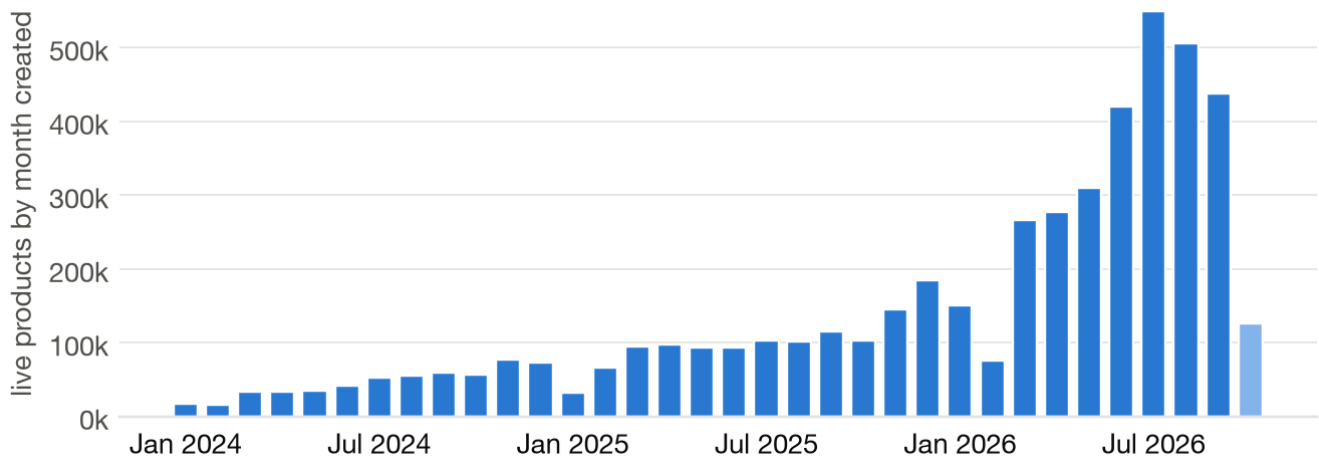
~14,500 new products a day

Counting live UK products by the day they were created, **1,304,116** were created in the last 90 days, about **14,490 a day**, and they are still on sale. It's a lower bound: products created and already removed aren't counted. 61% of today's catalogue was created in 2026, and the median product is 193 days old.



The catalogue is built on a six-day week. From July to mid-September an average weekday added about **20k** products that are still live, Saturday about 13k and Sunday about 6k. The quietest weekday of the quarter was 25 September, the Mid-Autumn Festival.

Bars: live UK products by creation day; line: 7-day average. The holiday dips are consistent with the date being set where products are created.

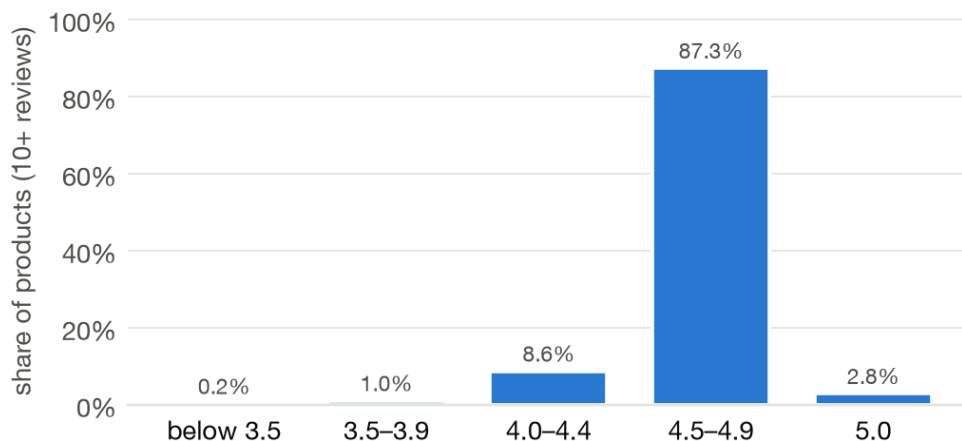


The live catalogue by month of creation, January 2024 onwards; October 2026 is partial.

78,770 storefronts, and very few bad reviews

UK products come from **78,770** distinct seller storefronts. The catalogue is long-tailed: the median storefront lists 9 products, 620 storefronts list over 1,000, and the 100 largest account for 24% of all products (the 10 largest: 7%).

63% of products have at least one review and 11% show "1,000+". Among products with 10 or more reviews, the median rating is **4.83★** and **90%** are rated 4.5★ or higher.



7.8%

of listings showed only 1 item left in stock; 13% showed 3 or fewer.

33%

of products come in more than one colour; the record is 40 colours.

6

images per product (median).

139

characters in the median product title; the longest has 1,009.

Stock as shown to UK shoppers (exact counts only below 10).

From £0.36 to £4,472.97

£0.36

the cheapest product: MINKOJA
1/3/6/10/16/21/40Pcs Mini Random Color Maze
Puzzles,Beginner's Portable Cartoon Ma...

£4,472.97

the most expensive listing: Michael Kors Women's
Premium Portable Easy To Clean Sports Shopping
Commuting 35F4STVW3L-S.

6.9%

of product titles already mention Christmas in mid-
October (Halloween: 5.0%).

41%

of product titles contain the word "women".

Women Plus Clothing

has the deepest typical markdown of the 15 largest
categories: a median of 39% off the crossed-out
price.

19% / 14%

of identical products are over 25% dearer / cheaper
in the UK than in the US.

Most common words in product titles

women, casual, suitable, summer, party, sleeve, elegant, gift, dress, decor, shirt, long.

Need SHEIN data?

This report uses a small part of what I collect.

Full SHEIN catalogues, every country, every day

- **Full country catalogues:** 5M+ products for the UK, every SHEIN storefront, local prices and currencies
- **Daily feeds and price history:** new products, removed products, price and discount changes
- **API and MCP access** for single products, categories or bulk
- CSV, Parquet, JSON or straight into your warehouse

Free 10,000-product sample, pricing and contact: votiakov.com/shein-data

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