**GLOBAL LIFESTYLE MONITOR:** CHINA





92%

Feel very/somewhat optimistic about their financial situation

71%

Department Store (*In-Store*)

#### **Top Retailers Shopped for Clothing**

Chain/Specialty

shops (In-Store)

72%

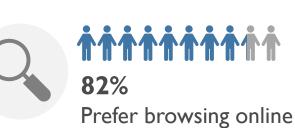


87%

Online only



Prefer trying on in-store



**63**% In-Store (displays/salespeople)

**Top Sources of Inspiration** 

57% Social media (social media sites/blogs/vlogs)



People (family/friends/people on street)

# **DRIVERS OF CONSUMERS' PURCHASES**

## **Top Drivers**

Quality



Comfort





Fit

#### Cotton is the most...







57%



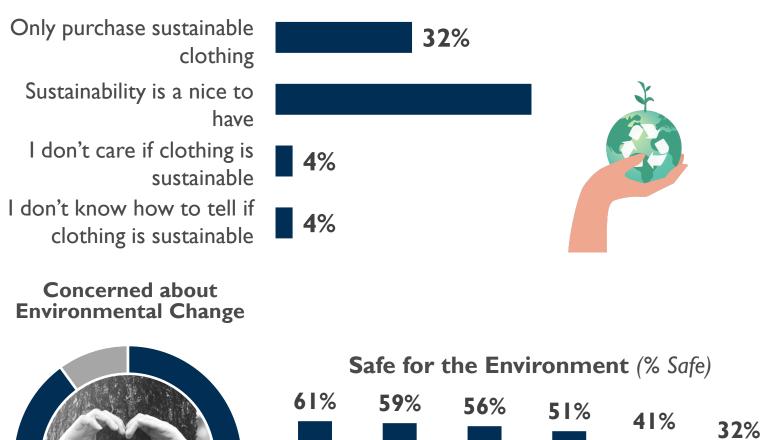
## **COTTON PREFERENCE**





# **SUSTAINABILITY**

### Sustainability Importance







CHINA • COLOMBIA • GERMANY • INDIA • INDONESIA • ITALY • JAPAN • MEXICO • THAILAND • TURKEY • VIETNAM • UK • US

Source: Cotton Council International and Cotton Incorporated's Global Monitor Survey, a biennial consumer research study. In the 2023 survey approximately 13,000 consumers (1,000 consumers in each of 13 countries) were surveyed. © 2024 COTTON COUNCIL INTERNATIONAL AND COTTON INCORPORATED'S GLOBAL LIFESTYLE MONITOR SURVEY