SHOPPING TRENDS



76% Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing



76% **Apparel Specialty** (In-Store)



74% Department stores (In-Store)



73% Small, independent (In-Store)



<u>ተተተተተተተተ</u> 94%

Prefer trying on in-store



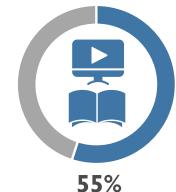
rrrrrrrr **70%**

Prefer browsing online

Top Sources of Inspiration



55% Social media (sites/blogs/vlogs)



Traditional media (TV/movies/magazines/celebrities)



49% People (family/friends/people on street)

DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Durability

Cotton is the most...



83% Soft



79% Comfortable





COTTON PREFERENCE



Are willing to pay more >>>> for cotton





Quality







Top Preferred Materials

Cotton blends

SUSTAINABILITY

Sustainability Importance

Only purchase sustainable clothing

Sustainability is a nice to

have I don't care if clothing is

sustainable I don't know how to tell if clothing is sustainable

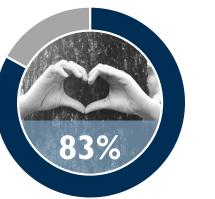


44% **7**%

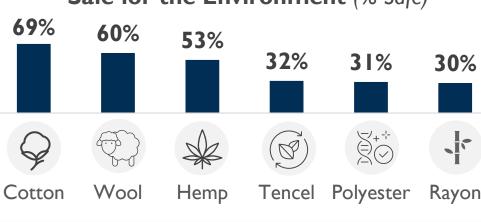
29%



Concerned about Environmental Change



Safe for the Environment (% Safe)







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

CHINA • COLOMBIA • GERMANY • INDIA • INDONESIA • ITALY • JAPAN • MEXICO • THAILAND •

13 countries) were surveyed. © 2024 COTTON COUNCIL INTERNATIONAL AND COTTON INCORPORATED'S GLOBAL