



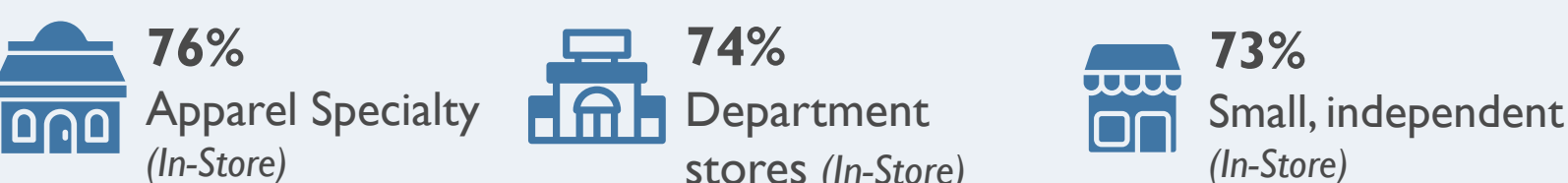
GLOBAL LIFESTYLE MONITOR: COLOMBIA

SHOPPING TRENDS

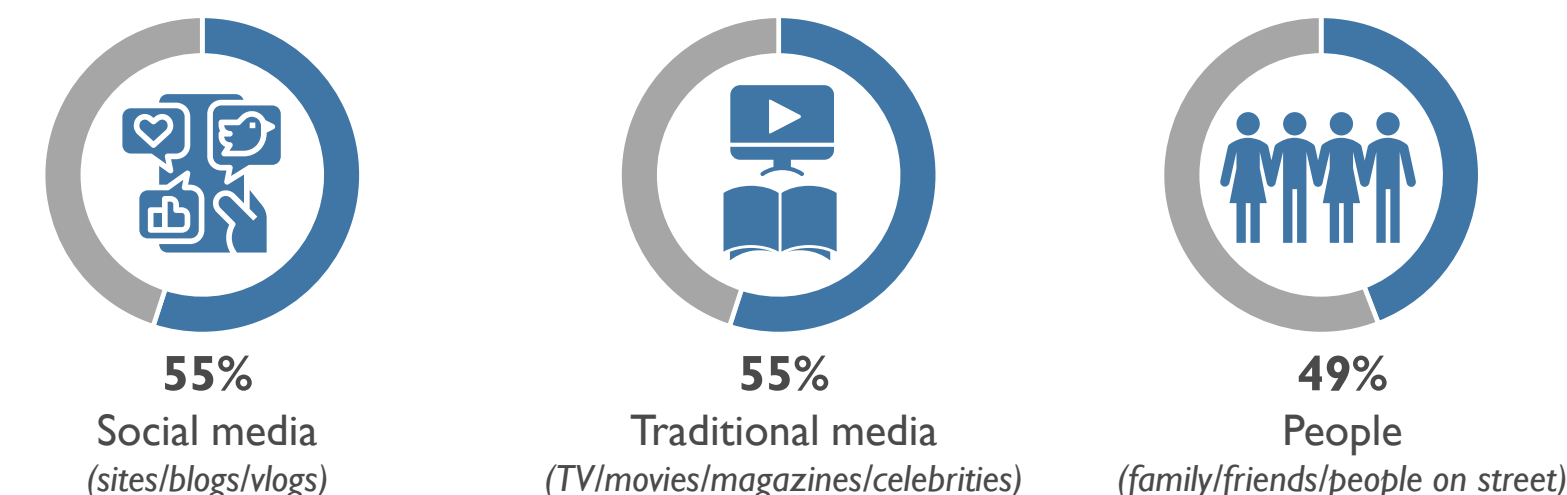


76%
Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing

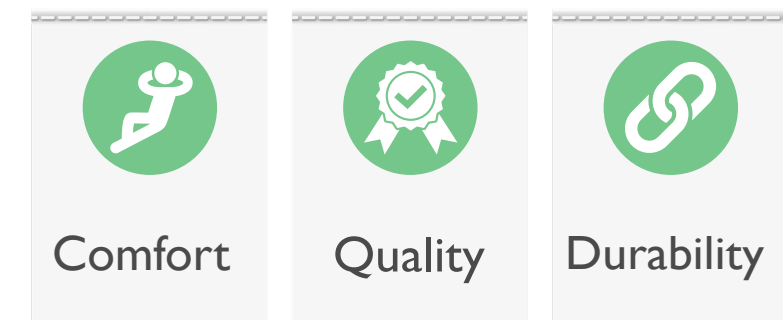


Top Sources of Inspiration

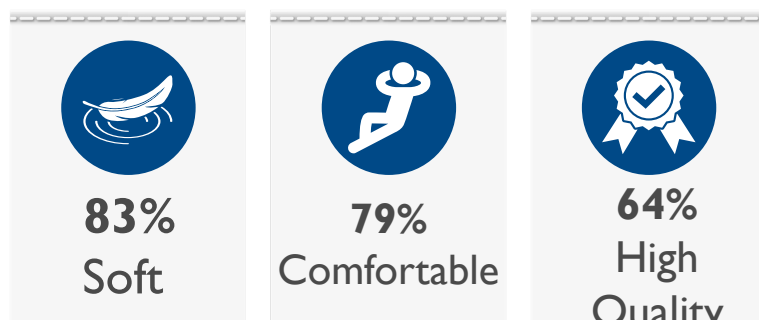


DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



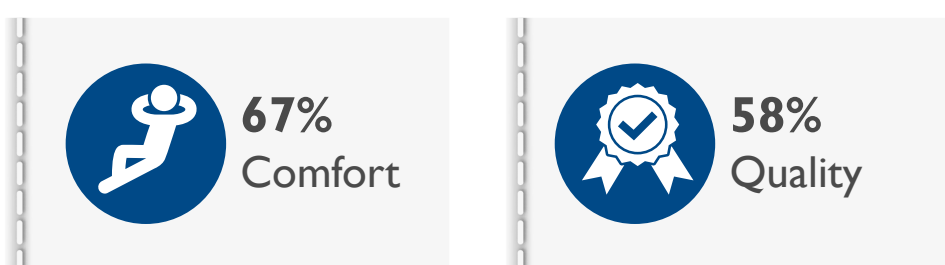
Cotton is the most...



COTTON PREFERENCE



Reasons Willing to Pay More for Cotton

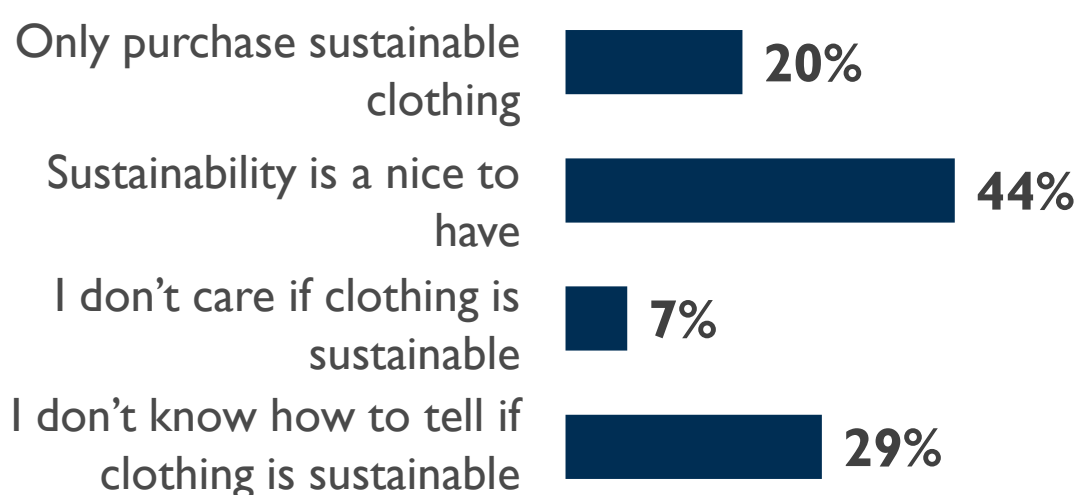


Top Preferred Materials

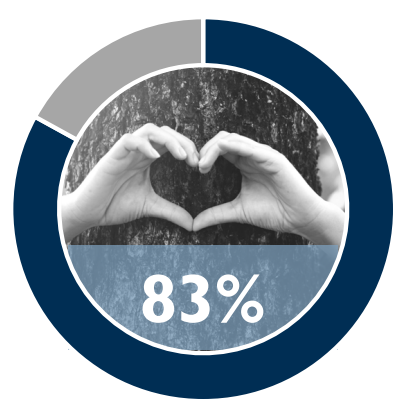


SUSTAINABILITY

Sustainability Importance



Concerned about Environmental Change



Safe for the Environment (% Safe)

