



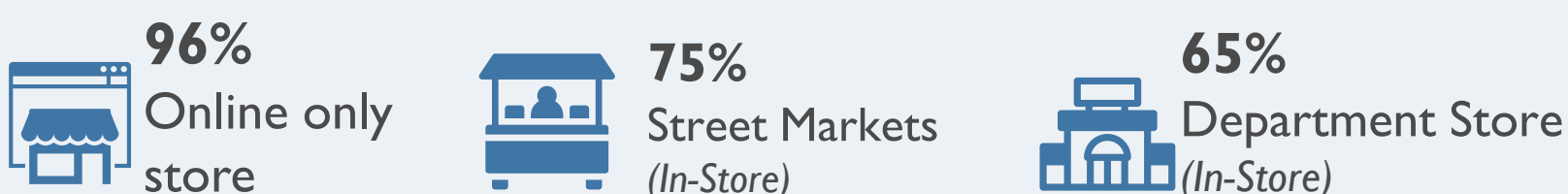
GLOBAL LIFESTYLE MONITOR: INDIA

SHOPPING TRENDS

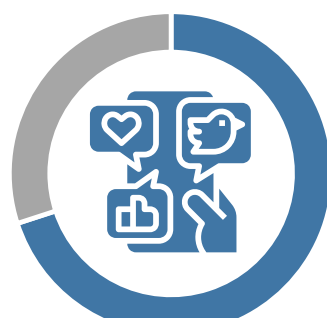


Feel very/somewhat optimistic about their financial situation

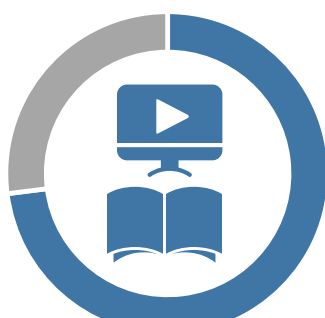
Top Retailers Shopped for Clothing



Top Sources of Inspiration



73% Social media (sites/blogs/vlogs)



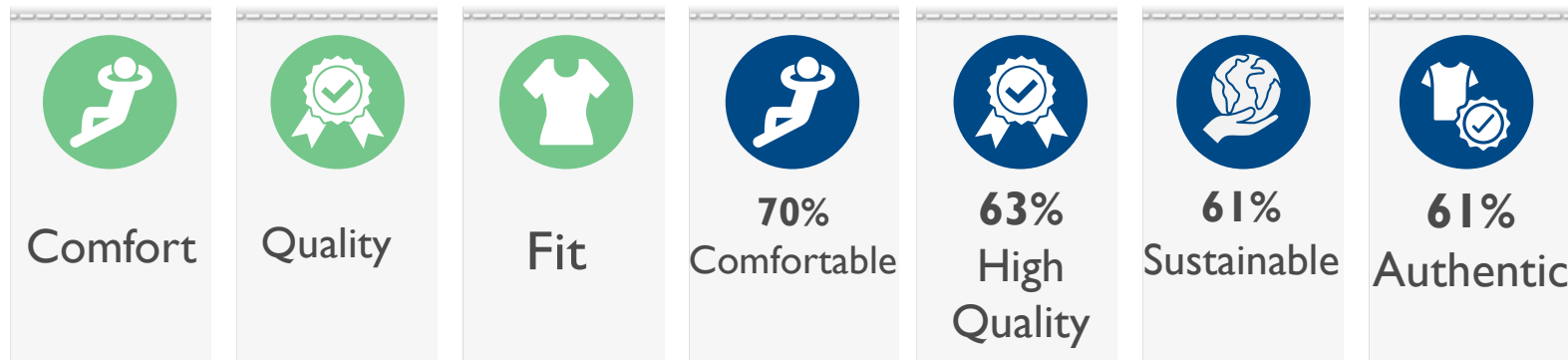
73% Traditional media (TV/movies/magazines/celebrities)



71% People (family/friends/people on street)

DRIVERS OF CONSUMERS' PURCHASES

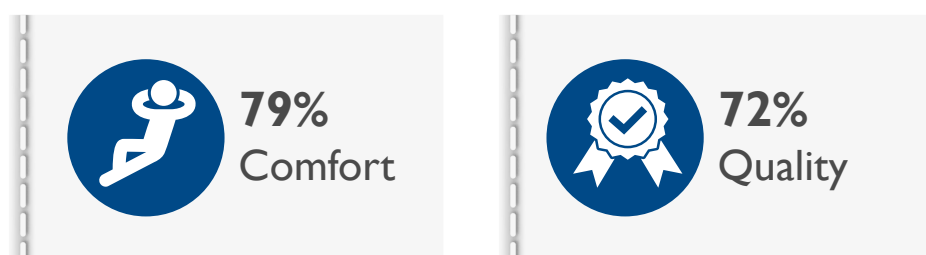
Top Drivers



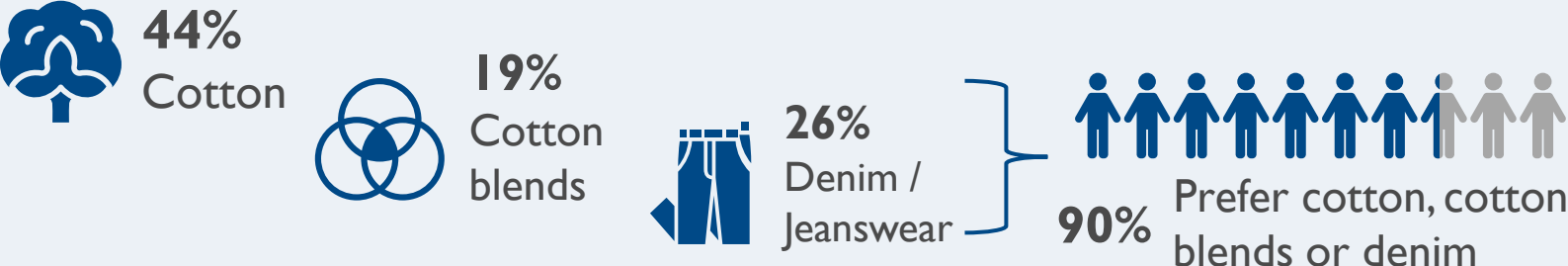
COTTON PREFERENCE



Reasons Willing to Pay More for Cotton

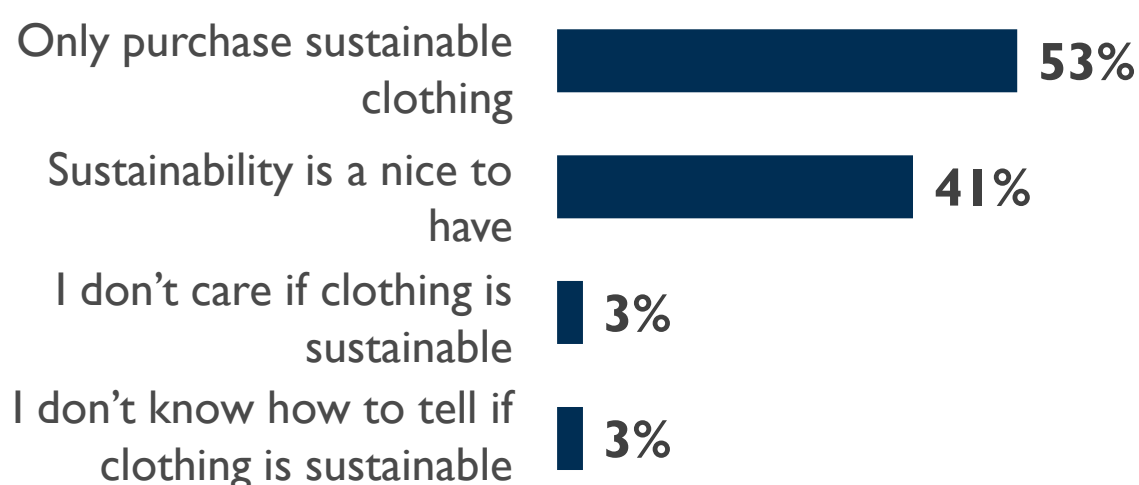


Top Preferred Materials



SUSTAINABILITY

Sustainability Importance



Concerned about Environmental Change

Safe for the Environment (% Safe)

