GLOBAL LIFESTYLE MONITOR: INDIA



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88%

Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing





75% Street Markets (In-Store)





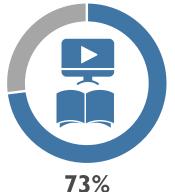


Prefer trying on in-store

Q

88% Prefer browsing online

73% Social media (sites/blogs/vlogs)



Top Sources of Inspiration

Traditional media (TV/movies/magazines/celebrities)



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

DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



P

70% Comfortable

Cotton is the most...

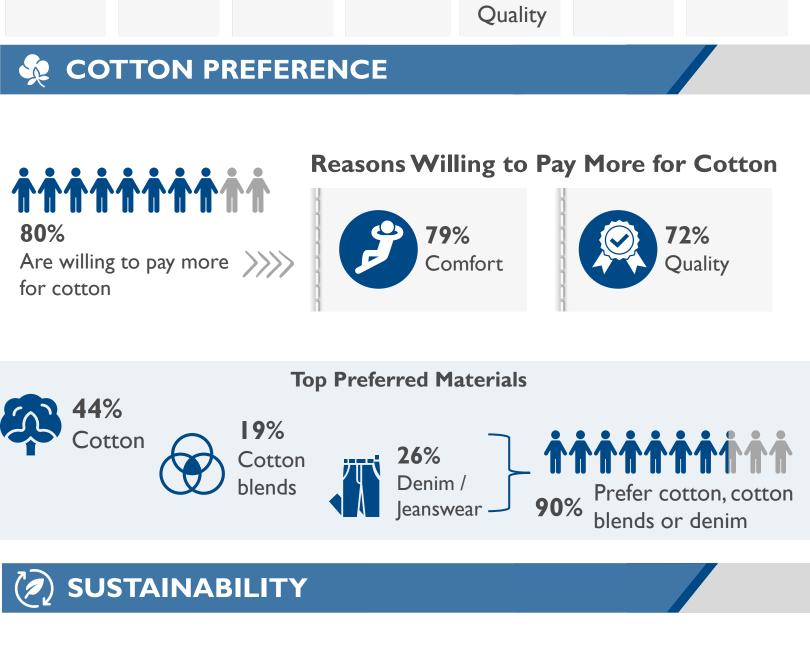


High

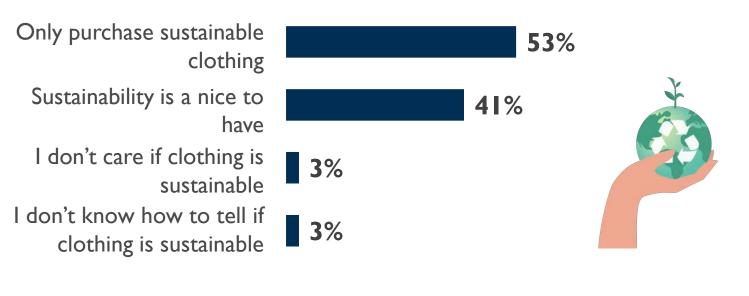
61%

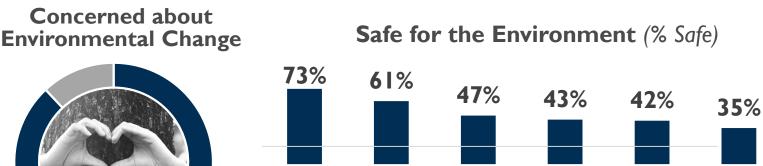


Sustainable Authentic



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