

SHOPPING TRENDS



29% Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing





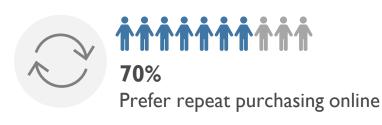
Off Price/Discount
(In-Store)



Multi-Channel Retailers







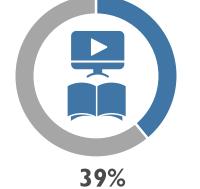
Top Sources of Inspiration



In-Store (displays/salespeople)



People (family/friends/people on street)



Traditional media (TV/movies/magazines/celebrities)

DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Fit

Cotton is the most...









© COTTON PREFERENCE



27%

Are willing to pay more >>>> for cotton









Don't

Top Preferred Materials





Only purchase sustainable

Sustainability Importance

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

4%

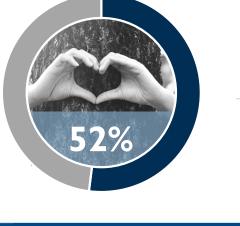
35%

25%



Environmental Change

Concerned about



67% 64%

Safe for the Environment (% Safe)

36%











43%





36%



72%

Hemp



Rayon





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 •

