



SHOPPING TRENDS



76% Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing





75% **Hypermarkets** (In-Store)



Multi-Channel Retailers (In-Store)





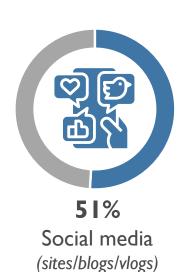
Prefer trying on in-store

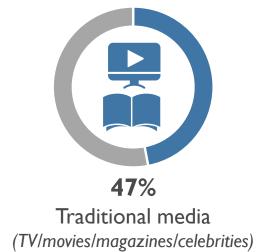


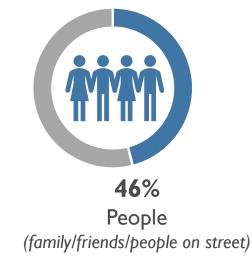


Prefer browsing online

Top Sources of Inspiration







Top Drivers





Quality



DRIVERS OF CONSUMERS' PURCHASES

Fit

Cotton is the most...





Reasons Willing to Pay More for Cotton





© COTTON PREFERENCE



61% Are willing to pay more for cotton



Top Preferred Materials









Denim / leanswear



Cotton blends





Only purchase sustainable

72%

13 countries) were surveyed.

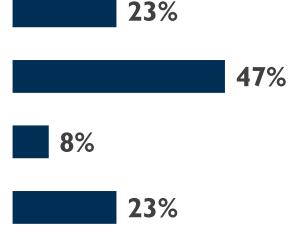
LIFESTYLE MONITOR SURVEY

Sustainability Importance

clothing Sustainability is a nice to have

I don't care if clothing is sustainable

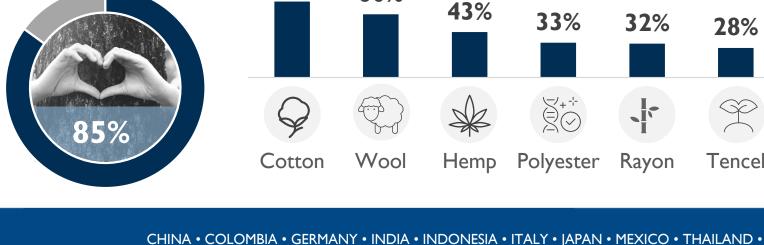
I don't know how to tell if clothing is sustainable





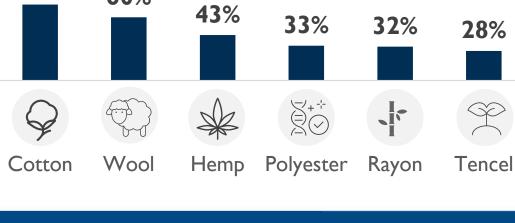
Environmental Change

Concerned about



60%

Safe for the Environment (% Safe)







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