GLOBAL LIFESTYLE MONITOR: THAILAND

SHOPPING TRENDS



63% Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing





77% Department Store (In-Store)



77% Street Markets (In-Store)



********* 83%

Prefer trying on in-store

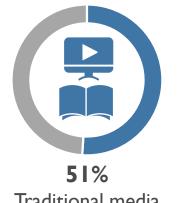
********* 78%

Prefer browsing online

Top Sources of Inspiration



59% Social media (sites/blogs/vlogs)



Traditional media (TV/movies/magazines/celebrities)



People (family/friends/people on street)

DRIVERS OF CONSUMERS' PURCHASES

Comfort

Top Drivers

Quality

Fit

Cotton is the most...





58% Authentic 53%

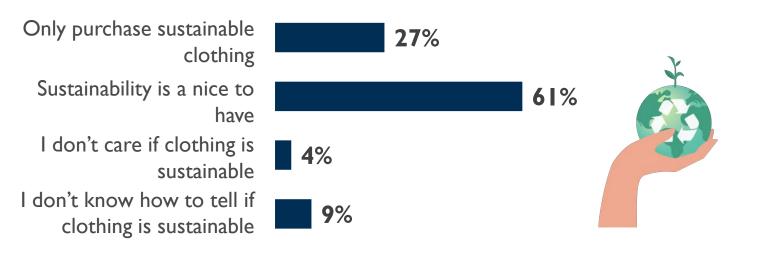
Soft

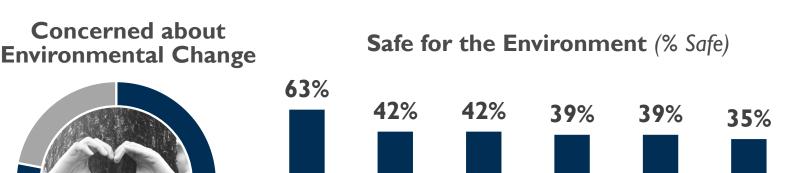




SUSTAINABILITY













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