GLOBAL LIFESTYLE MONITOR: USA



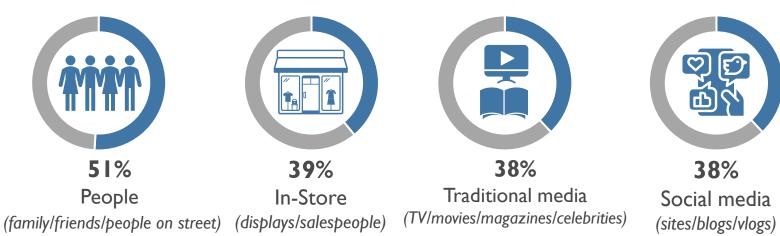


56%

Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing





DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort

Quality



Cotton is the most...







Fit

COTTON PREFERENCE

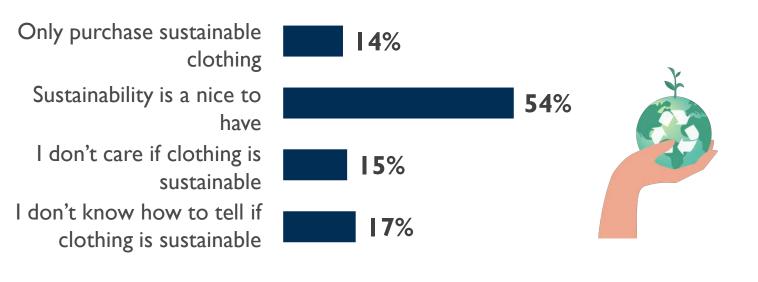
Reasons Willing to Pay More for Cotton



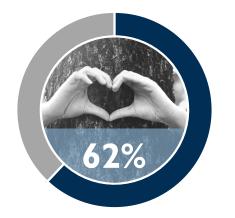


SUSTAINABILITY

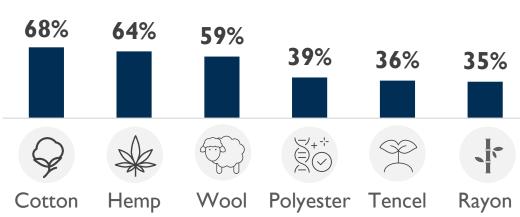
Sustainability Importance



Concerned about Environmental Change









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