



GLOBAL LIFESTYLE MONITOR: VIETNAM

SHOPPING TRENDS



77%
Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing



85%
Peer to Peer Selling (Online)



71%
Street Markets (In-Store)



66%
Department Store (In-Store)



87%
Prefer trying on in-store

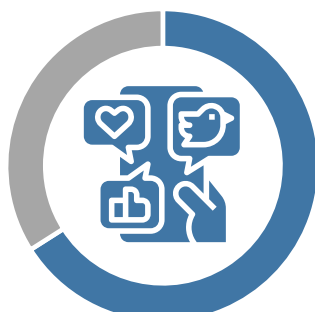


89%
Prefer browsing online

Top Sources of Inspiration



72%
People
(family/friends/people on street)



66%
Social media
(sites/blogs/vlogs)



56%
In-Store
(displays/salespeople)

DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Fit

Cotton is the most...



67%
Soft



46%
Comfortable



36%
Authentic

COTTON PREFERENCE

Reasons Willing to Pay More for Cotton



61%
Are willing to pay more for cotton



69%
Comfort



61%
Sustainable

Top Preferred Materials



31%
Spandex/
Lycra



17%
Rayon



16%
Denim /
Jeanswear



26%
Prefer cotton, cotton blends or denim

SUSTAINABILITY

Sustainability Importance

Only purchase sustainable clothing **25%**

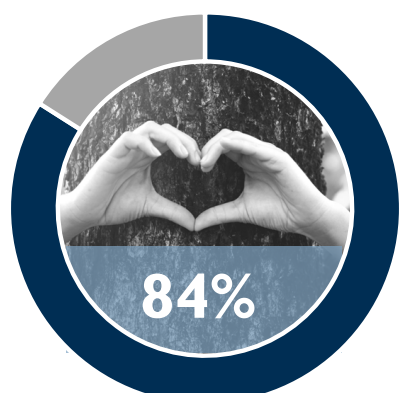
Sustainability is a nice to have **67%**

I don't care if clothing is sustainable **3%**

I don't know how to tell if clothing is sustainable **5%**



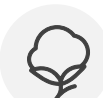
Concerned about Environmental Change



84%

Safe for the Environment (% Safe)

75%



Cotton

66%



Wool

61%



Hemp

46%



Tencel

44%



Rayon

40%



Polyester

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.

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