



GLOBAL LIFESTYLE MONITOR: GLOBAL (WITH USA)

SHOPPING TRENDS



Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing



80% Online only store



63% Department Store (In-Store)



58% Multi-Channel Retailer (In-Store)

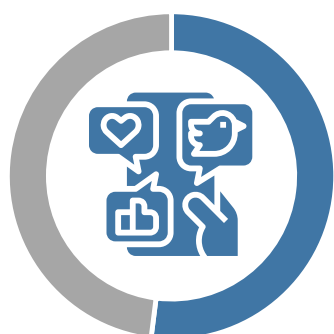


81% Prefer trying on in-store



76% Prefer browsing online

Top Sources of Inspiration



52% Social media (sites/blogs/vlogs)



52% People (family/friends/people on street)



47% Traditional media (TV/movies/magazines/celebrities)

DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Fit

Cotton is the most...



65% Comfortable



63% Soft



56% High Quality

COTTON PREFERENCE

Reasons Willing to Pay More for Cotton

55% Are willing to pay more for natural fibers such as cotton



66% Comfort



61% Quality

Top Preferred Materials

38% Cotton

21% Denim / Jeanswear

15% Cotton blends

54% Prefer cotton, cotton blends or denim

SUSTAINABILITY

Sustainability Importance

Only purchase sustainable clothing 23%

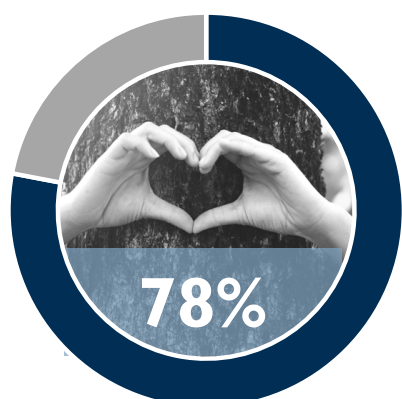
Sustainability is a nice to have 53%

I don't care if clothing is sustainable 11%

I don't know how to tell if clothing is sustainable 13%



Concerned about Environmental Change



Safe for the Environment (% Safe)

69%

60%

54%

38%

37%

32%



Cotton



Wool



Hemp



Rayon



Tencel



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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