GLOBAL CONSUMER

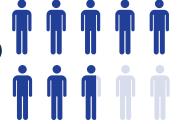
SIGHTS

IN COLOMBIA

SHOPPING TRENDS

 \uparrow = significantly higher in 2025 \downarrow = significantly lower in 2025

Feel very/somewhat optimistic about their financial situation



Online only store

Top Retailers Shopped for Clothing

Mass merchant (In-Store)

Discount store (In-Store)

Top Ways Plan to Shop for Clothing in Next Year





90%

I will do more research so I can get the best value 87%

I will buy higher-quality, longer-lasting items

Preferred Shopping Method

Browsing Purchasing

70%

34%

Online

clothing

65%

In-Store

Top Social Media Sources



Use social media as a top source of inspiration

(social media/blogs/vlogs)

Drivers of Consumer **Prefrence**



Comfort





Soft



Cotton Preference

Comfortable



High Quality





Cotton



Denim



Cotton blends

Prefer Cotton, Cotton blends, or Denim





SUSTAINABILITY \uparrow = significantly higher in 2025 \downarrow = significantly lower in 2025

Changing how shopping for clothing to reduce environmental impact



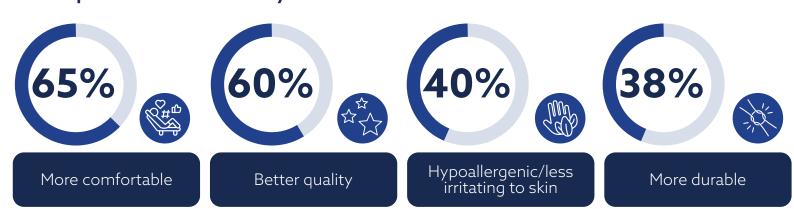
Rely on a sustainability certification or seal to determine if clothing is made in an environmentally friendly manner





67% Willing to pay more for natural fibers such as cotton

Top Reasons Would Pay More for Clothes Made from Natural Fibers



% Say Is Safe for the Environment (Top 5 of 11)

