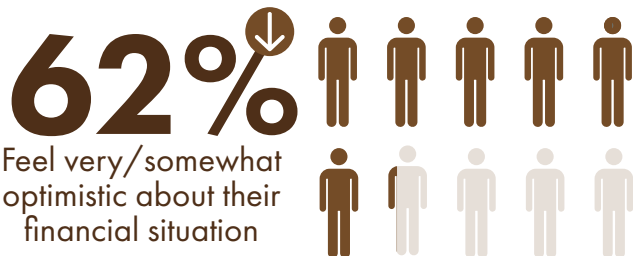


GLOBAL CONSUMER INSIGHTS

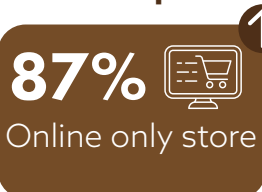
GLOBAL WITHOUT U.S.

SHOPPING TRENDS

↑ = significantly higher in 2025 ↓ = significantly lower in 2025



Top Retailers Shopped for Clothing



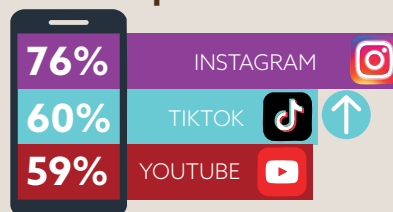
Top Ways Plan to Shop for Clothing in Next Year



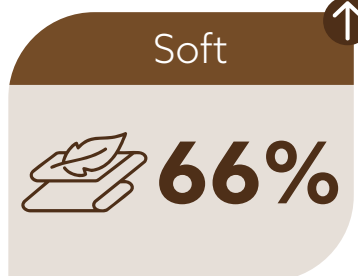
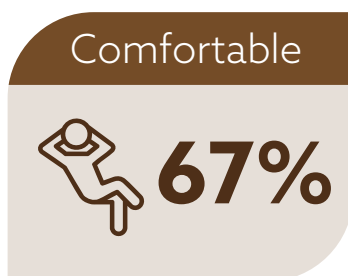
Preferred Shopping Method



Top Social Media Sources



Cotton Preference



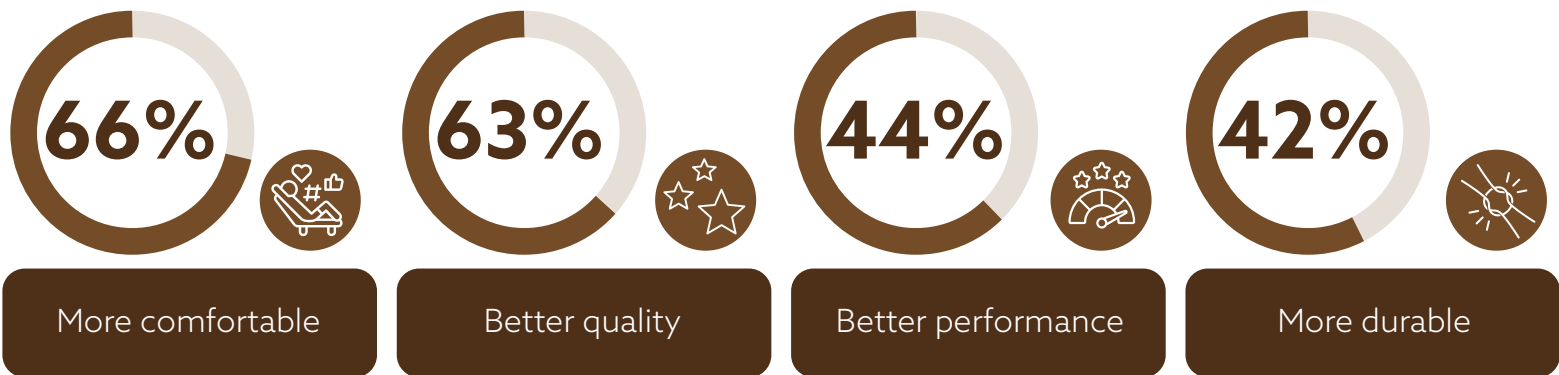
COTTONINC.COM
LIFESTYLEMONITOR.COTTONINC.COM

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Source: Cotton Council International and Cotton Incorporated's Global Lifestyle Monitor™ survey, conducted with n=12,026 consumers in Colombia, Germany, India, Indonesia, Italy, Japan, Mexico, South Korea, Thailand, Turkey, UK, and Vietnam

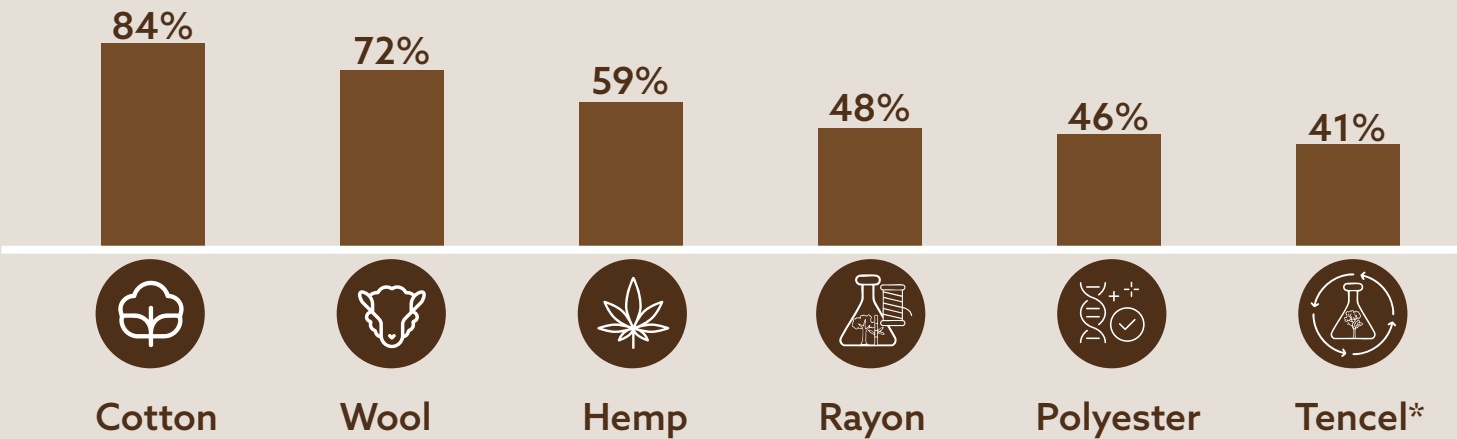
SUSTAINABILITY ↑ = significantly higher in 2025 ↓ = significantly lower in 2025



Top Reasons Would Pay More for Clothes Made from Natural Fibers



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



*Tencel is a trademark of Lenzing