GLOBAL CONSUMER

NSIGHTS

GLOBAL WITHOUT U.S.

SHOPPING TRENDS

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

Feel very/somewhat optimistic about their financial situation

Online only store

64% 🕮 Department . (In-Store)

Top Retailers Shopped for Clothing

Mass merchant (In-Store)

Top Ways Plan to Shop for Clothing in Next Year

Top Way Plan to Shop I will buy clothing in the latest styles

88%

I will buy more comfortable clothing get the best value

I will do more I will buy research so I can higher-quality, longer-lasting items

Preferred Shopping Method

Browsing Purchasing

75%

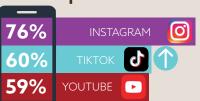
53%

Online

46%

In-Store

Top Social Media Sources



Use social media as a top source of inspiration (social media/blogs/vlogs)

Drivers of Consumer Prefrence



Comfort



Comfortable



Cotton Preference





High Quality





Cotton



Denim



Cotton blends

Prefer Cotton, Cotton blends, or Denim







COTTONINC.COM



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

Changing how shopping for clothing to reduce environmental impact



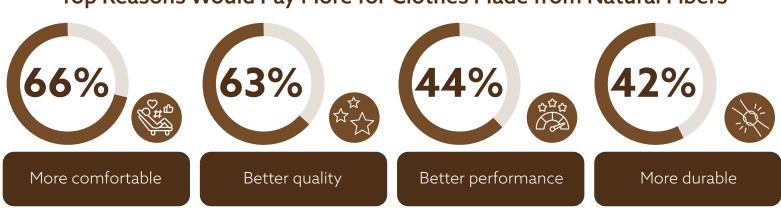
Rely on a sustainability certification or seal to determine if clothing is made in an environmentally friendly manner



60%

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)

