GLOBAL CONSUMER

INSIGHTS



IN INDIA

SHOPPING TRENDS

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

Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing

96% Online only store

78% Mass merchant (In-Store)

Discount store (In-Store)

Top Ways Plan to Shop for Clothing in Next Year





Top Social Media Sources



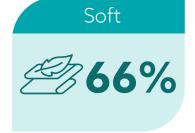
Preferred Shopping Method





Comfortable





I will buy

higher-quality,





Denim



Prefer Cotton, Cotton blends, or Denim





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



Willing to pay more for natural fibers such as cotton

Top Reasons Would Pay More for Clothes Made from Natural Fibers



