GLOBAL CONSUMER

NSIGHTS

IN ITALY

SHOPPING TRENDS

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

44% if it is a second or in the interpretation of the interpretation in the interpretati

Top Retailers Shopped for Clothing

87% ESON Online only store

73% Mass merchant (In-Store)

68%Sporting goods
(In-Store)

Top Ways Plan to Shop for Clothing in Next Year







Preferred Shopping Method

Browsing Purchasing

76%

21%



51%

Online 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

® 68%

67%

Authentic



Cotton



Denim



Cotton blends 86%

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





Willing to pay more for natural fibers such as cotton

Top Reasons Would Pay More for Clothes Made from Natural Fibers















Better quality

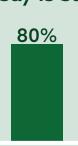
More comfortable

Hypoallergenic/less irritating to skin

More durable

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























Cotton

Wool

Hemp

Rayon

Polyester

Tencel*