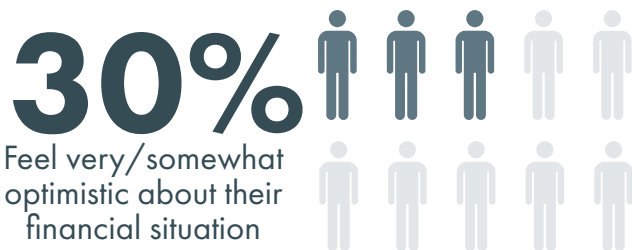


GLOBAL CONSUMER INSIGHTS

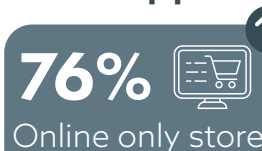
IN JAPAN

SHOPPING TRENDS

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



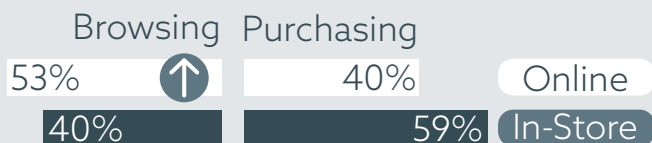
Top Retailers Shopped for Clothing



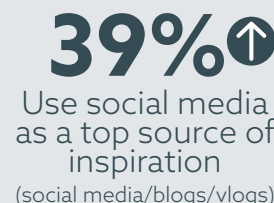
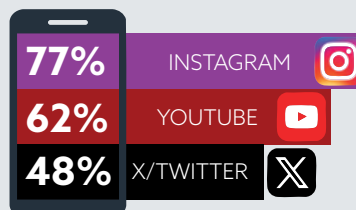
Top Ways Plan to Shop for Clothing in Next Year



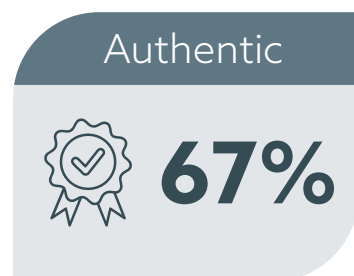
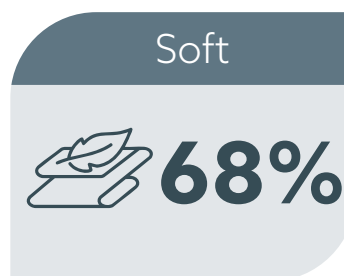
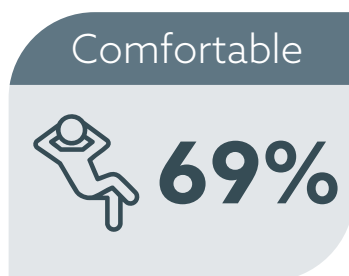
Preferred Shopping Method



Top Social Media Sources



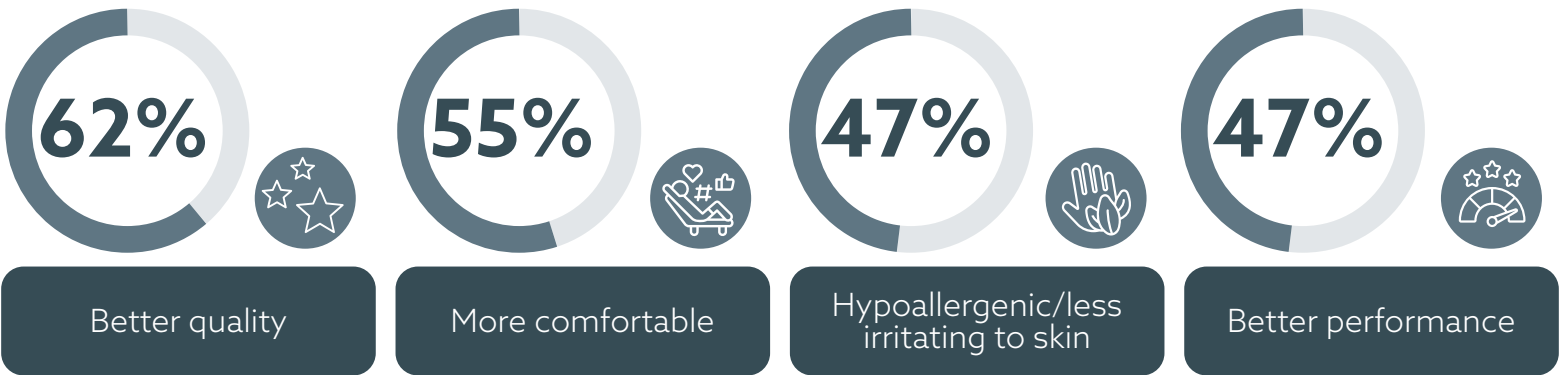
Cotton Preference



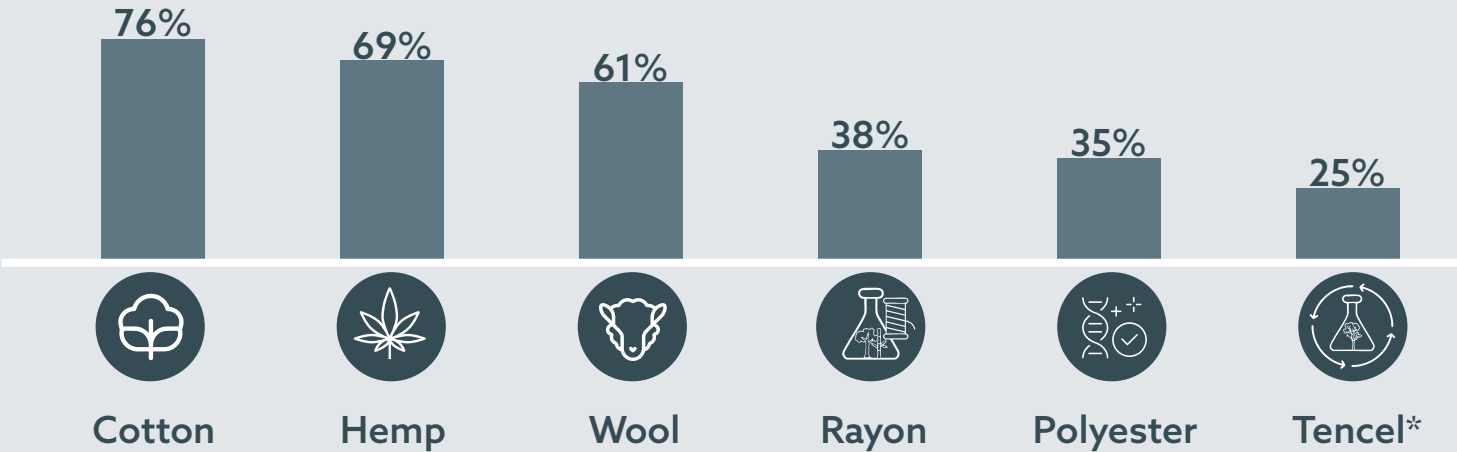
SUSTAINABILITY ↑ = significantly higher in 2025 ↓ = significantly lower in 2025



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