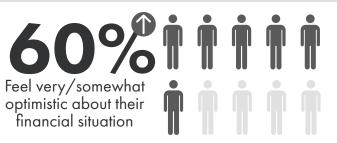
GLOBAL CONSUMER

NSIGHTS

IN THE U.K.

SHOPPING TRENDS

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



Top Retailers Shopped for Clothing

Online Only Store

Discount Store (In-Store)

Warehouse (In-Store)

Top Ways Plan to Shop for Clothing in Next Year





Preferred Shopping Method

Browsing Purchasing

78%

54%

Online

45%

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















Cotton blends

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 38% if clothing is made in an environmentally friendly manner





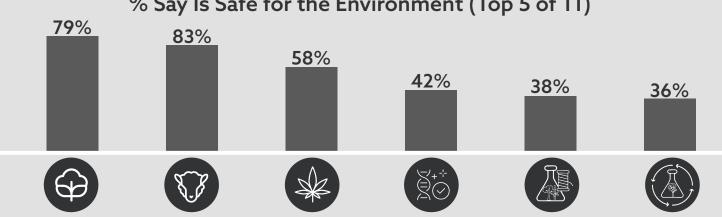


Willing to pay more for natural fibers such as cotton

Top Reasons Would Pay More for Clothes Made from Natural Fibers



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



Hemp





Tencel*

Wool

Cotton

Rayon

Polyester