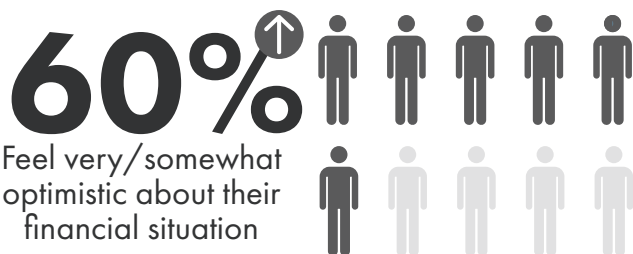


GLOBAL CONSUMER INSIGHTS

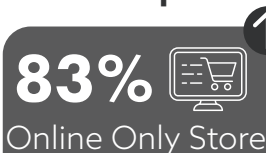
IN THE U.K.

SHOPPING TRENDS

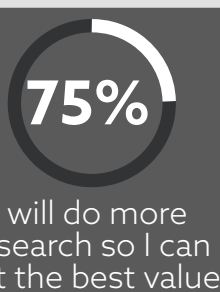
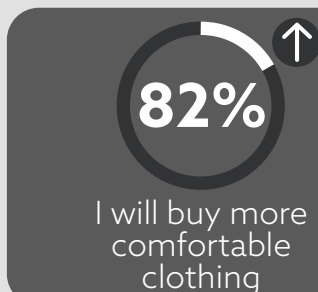
↑ = significantly higher in 2025 ↓ = significantly lower in 2025



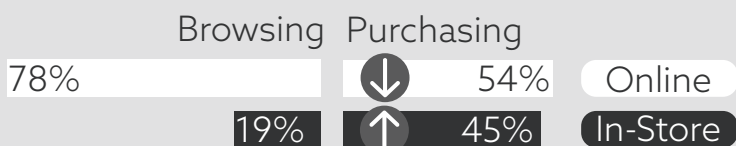
Top Retailers Shopped for Clothing



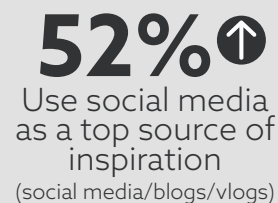
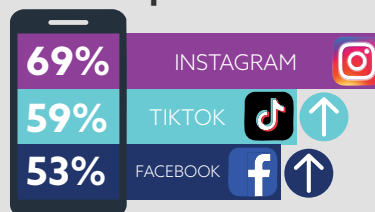
Top Ways Plan to Shop for Clothing in Next Year



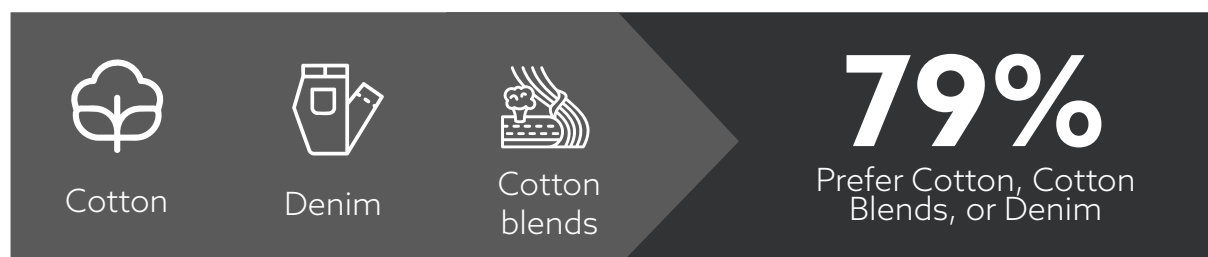
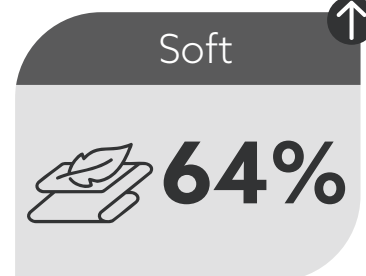
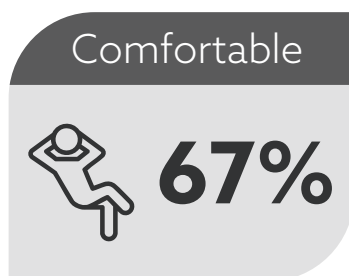
Preferred Shopping Method



Top Social Media Sources



Cotton Preference



Drivers of Consumer Preference



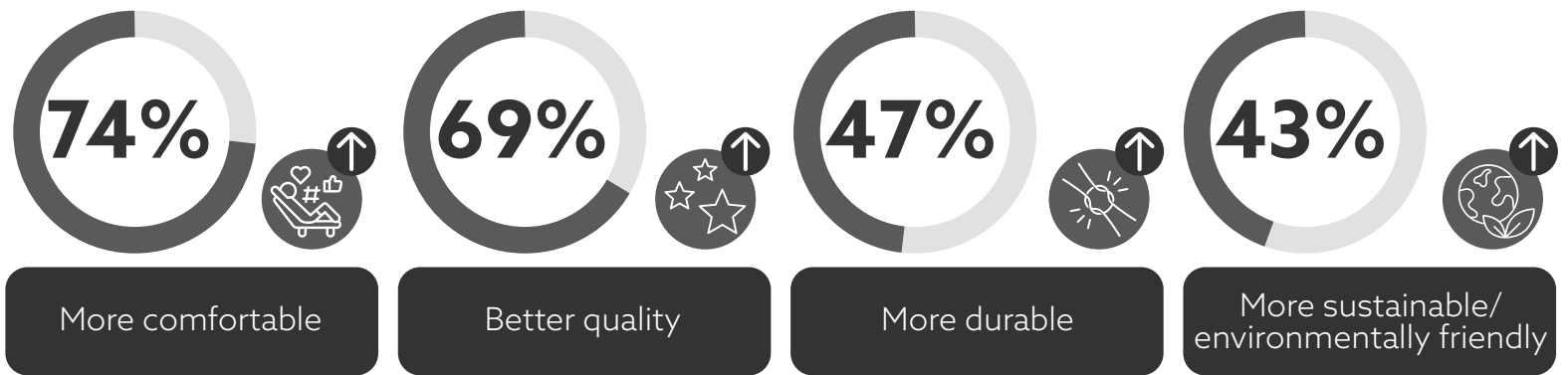
COTTONINC.COM
LIFESTYLEMONITOR.COTTONINC.COM

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Source: Cotton Council International and Cotton Incorporated's Global Lifestyle Monitor™ survey, conducted with n=1,001 consumers in the UK

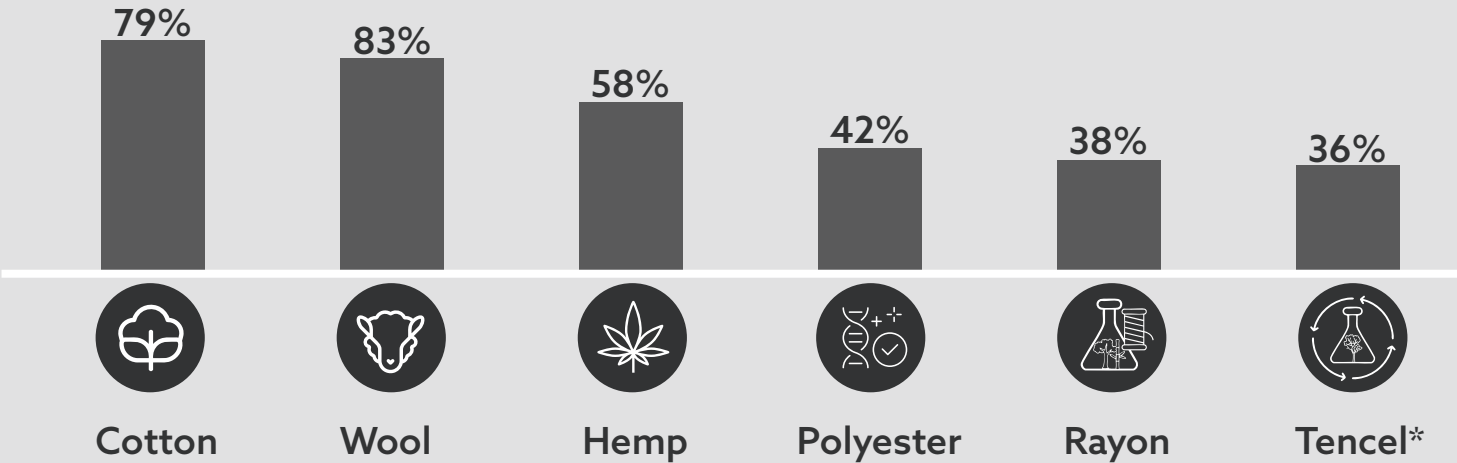
SUSTAINABILITY ↑ = significantly higher in 2025 ↓ = significantly lower in 2025



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