

GLOBAL CONSUMER INSIGHTS

IN THE U.S.

SHOPPING TRENDS

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

65% ↑

Feel very/somewhat optimistic about their financial situation



Top Retailers Shopped for Clothing

87% ↑
Online only store

75% ↑
Mass merchant
(In-Store)

70% ↑
Discount store
(In-Store)

Top Ways Plan to Shop for Clothing in Next Year

Top Way Plan to Shop

54%

I will buy some new clothing, but less than usual

86% ↑

I will buy more comfortable clothing

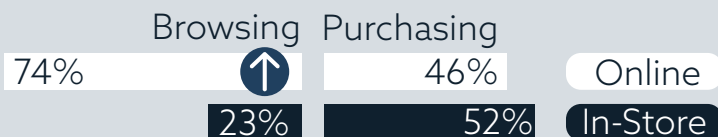
72% ↑

I will do more research so I can get the best value

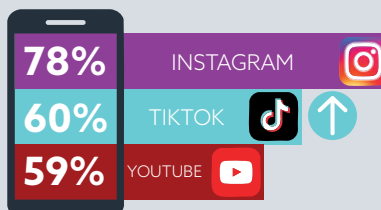
70% ↑

I will buy higher-quality, longer-lasting items

Preferred Shopping Method



Top Social Media Sources



46% ↑
Use social media as a top source of inspiration
(social media/blogs/vlogs)

Drivers of Consumer Preference



Comfort



Quality



Fit

Comfortable



69%

Soft



67%

Authentic ↑



60%



Cotton



Denim



Cotton blends

79% ↑

Prefer Cotton, Cotton blends, or Denim



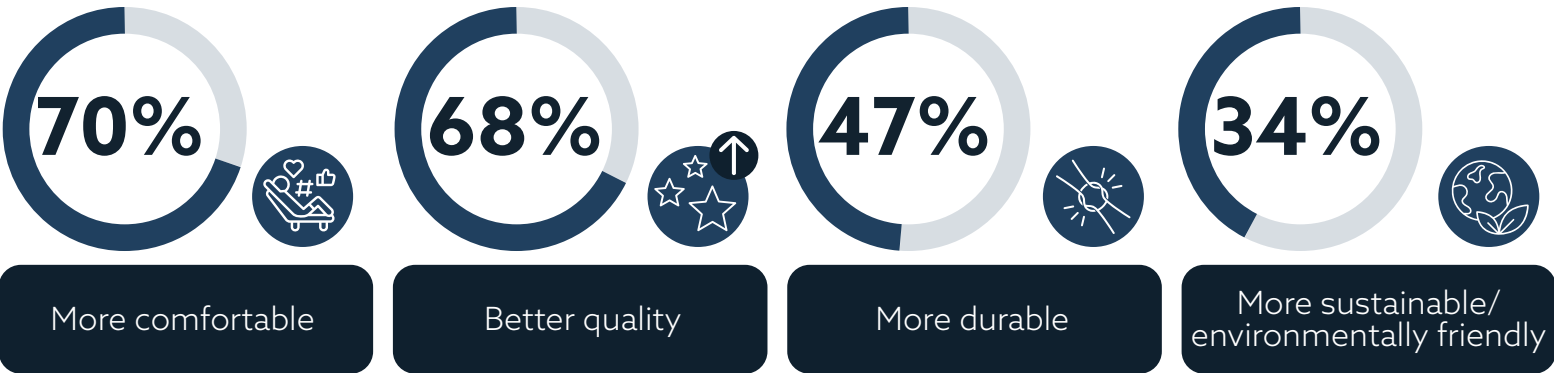
COTTONINC.COM
LIFESTYLEMONITOR.COTTONINC.COM

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Source: Cotton Council International and Cotton Incorporated's Global Lifestyle Monitor™ survey, conducted with n=1,000 consumers in the US

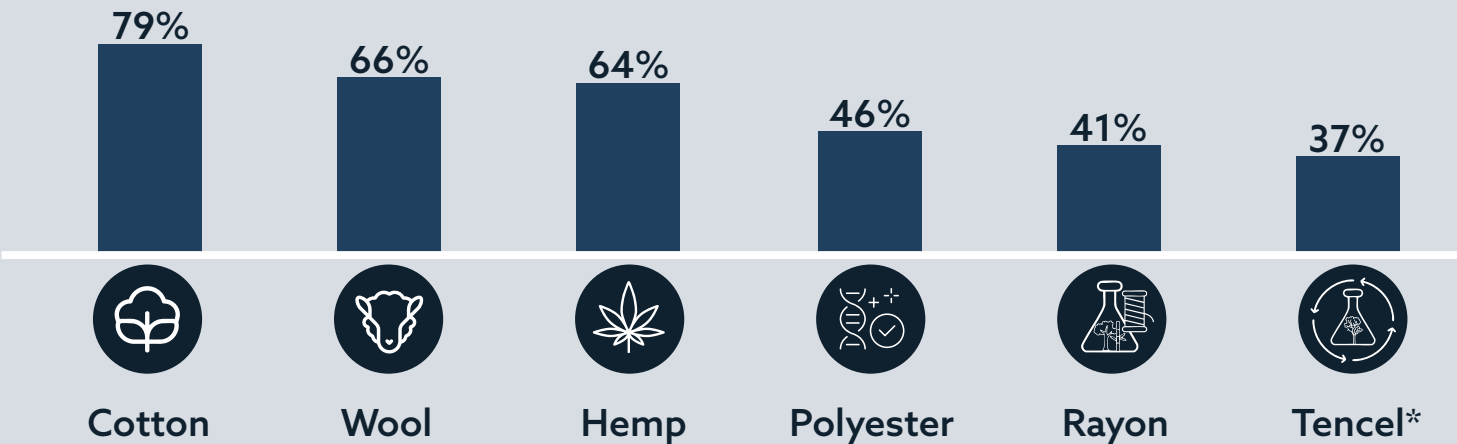
SUSTAINABILITY ↑ = significantly higher in 2025 ↓ = significantly lower in 2025



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