GLOBAL CONSUMER

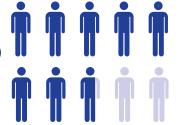
# INSIGHTS

IN COLOMBIA

**SHOPPING TRENDS** 

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

Feel very/somewhat optimistic about their financial situation



78% Solution only store

75%

Mass merchant
(In-Store)

Top Retailers Shopped for Clothing

69% (In-Store)

## Top Ways Plan to Shop for Clothing in Next Year







#### **Preferred Shopping Method**

Browsing Purchasing

70%

34%

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





Soft



#### **Cotton Preference**

Comfortable



High Quality





Cotton



Denim



Cotton blends **82%**Prefer Cotton, Cotton blends, or Denim





**SUSTAINABILITY**  $\uparrow$  = significantly higher in 2025  $\downarrow$  = significantly lower in 2025

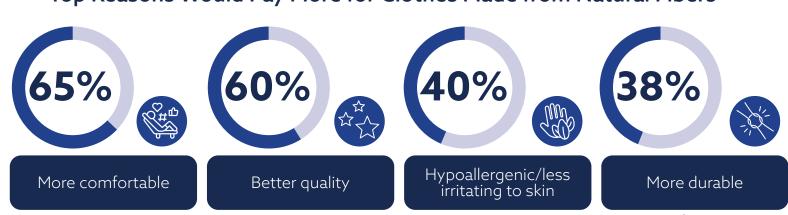
Changing how shopping for clothing to reduce environmental impact



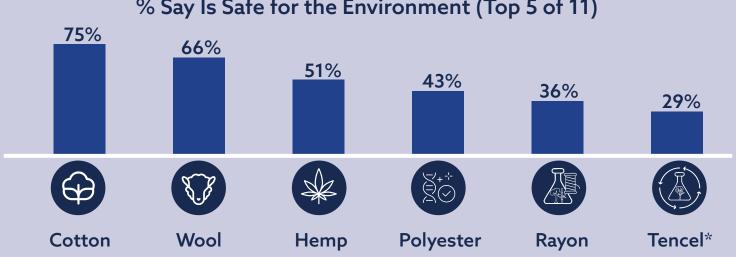
Rely on a sustainability certification or seal to determine if clothing is made in an environmentally friendly manner



## Top Reasons Would Pay More for Clothes Made from Natural Fibers



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



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