

GLOBAL CONSUMER INSIGHTS

GLOBAL

SHOPPING TRENDS

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

63%

Feel very/somewhat optimistic about their financial situation



Top Retailers Shopped for Clothing

87%  ↑
Online only store

64% 
Department (In-Store)

63%  ↓
Mass merchant (In-Store)

Top Ways Plan to Shop for Clothing in Next Year

Top Way Plan to Shop

57%

I will buy clothing in the latest styles

87%

I will buy more comfortable clothing

83%

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

79%

I will buy higher-quality, longer-lasting items

Preferred Shopping Method

Browsing Purchasing

75%

53%

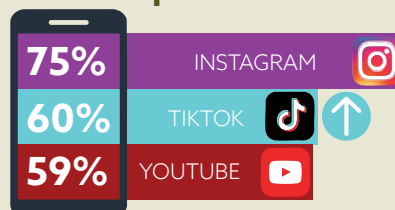
Online

22%

46%

In-Store

Top Social Media Sources



55%

 ↑

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

Drivers of Consumer Preference



Comfort



Quality



Fit

Comfortable



67%

Soft



66%

High Quality



59%



Cotton



Denim



Cotton blends

75%

Prefer Cotton, Cotton blends, or Denim



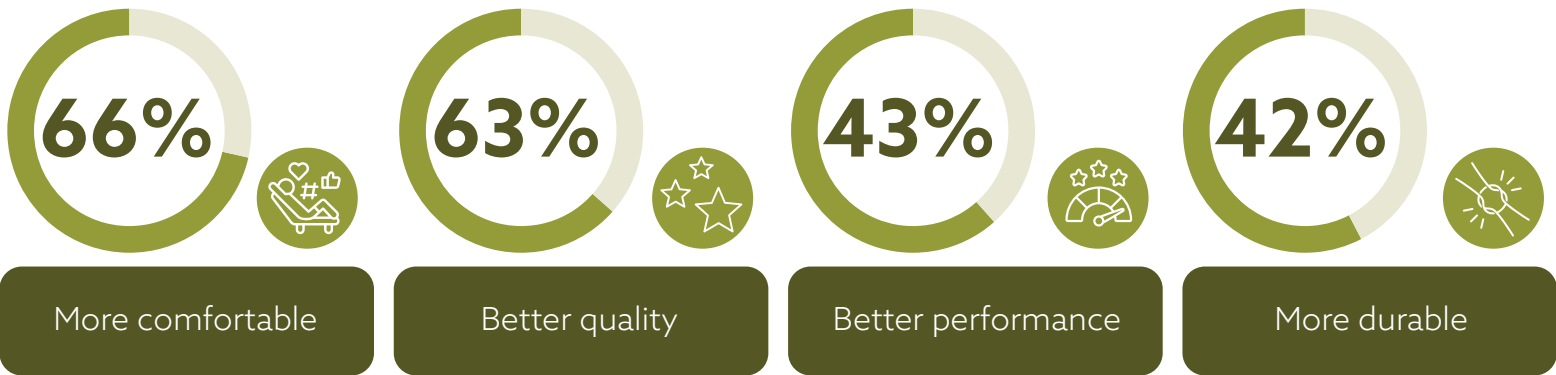
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Source: Cotton Council International and Cotton Incorporated's Global Lifestyle Monitor™ survey, conducted with n=13,026 consumers in Colombia, Germany, India, Indonesia, Italy, Japan, Mexico, South Korea, Thailand, Turkey, UK, US, and Vietnam

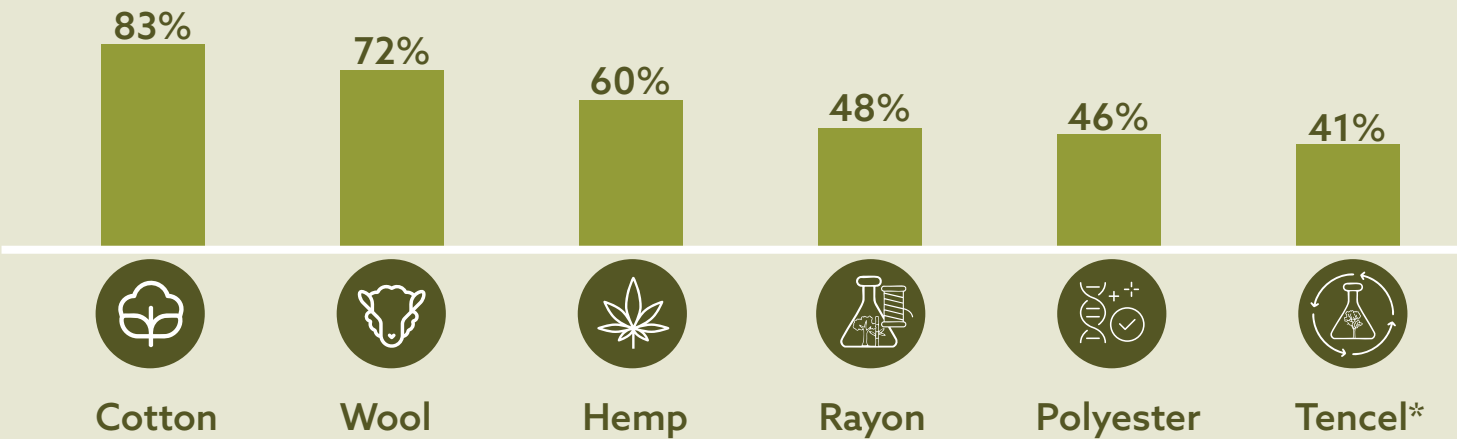
SUSTAINABILITY ↑ = significantly higher in 2025 ↓ = significantly lower in 2025



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