

GLOBAL CONSUMER INSIGHTS

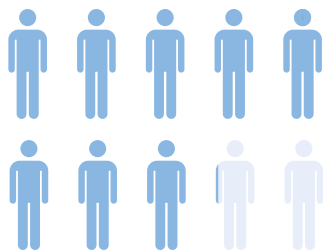
IN INDONESIA

SHOPPING TRENDS

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

81%

Feel very/somewhat optimistic about their financial situation



Top Retailers Shopped for Clothing

99%



Online only store

81%



Mass merchant
(In-Store)

78%



Discount store
(In-Store)

Top Ways Plan to Shop for Clothing in Next Year

Top Way Plan to Shop

76%

I will buy clothing in the latest styles

95%

I will buy more comfortable clothing

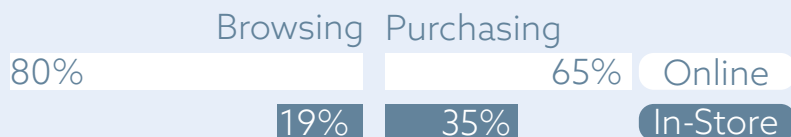
94%

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

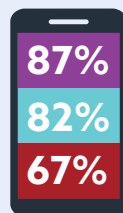
90%

I will buy higher-quality, longer-lasting items

Preferred Shopping Method



Top Social Media Sources



INSTAGRAM

TIKTOK

YOUTUBE

92%

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

Cotton Preference

Drivers of Consumer Preference



Comfort



Quality



Durability

Comfortable



74%

High Quality



69%

Soft



65%



Cotton



Denim



Cotton blends

86%

Prefer Cotton, Cotton blends, or Denim



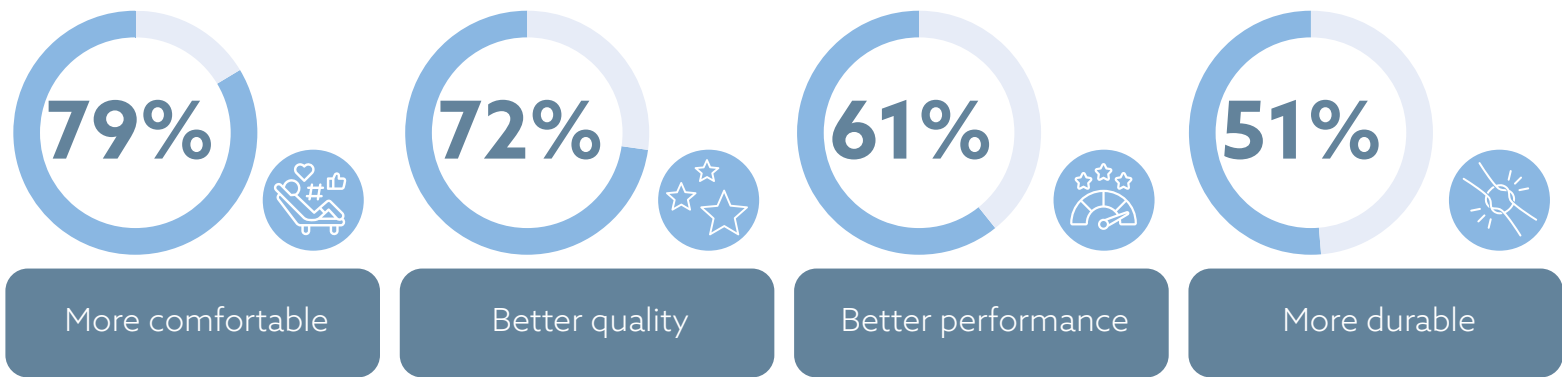
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Source: Cotton Council International and Cotton Incorporated's Global Lifestyle Monitor™ survey, conducted with n=1,002 consumers in Indonesia

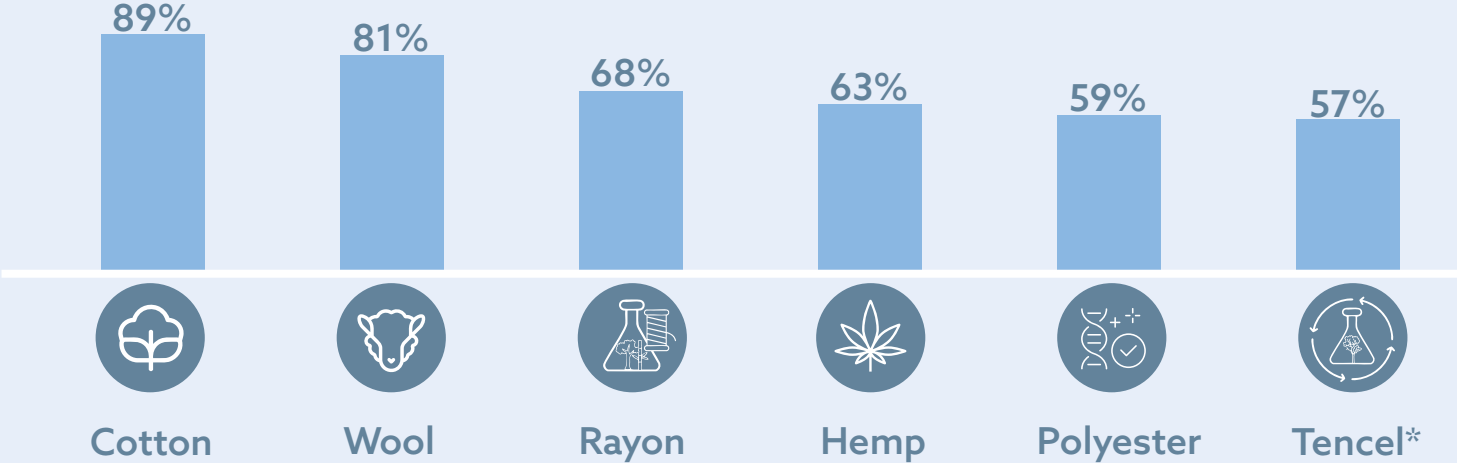
SUSTAINABILITY ↑ = significantly higher in 2025 ↓ = significantly lower in 2025



Top Reasons Would Pay More for Clothes Made from Natural Fibers



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



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