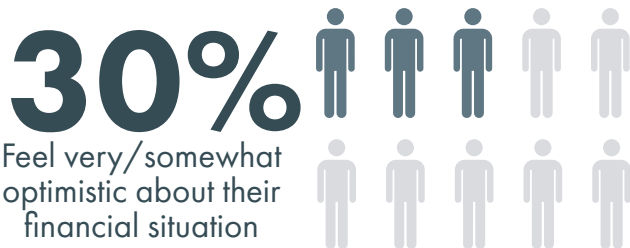


GLOBAL CONSUMER INSIGHTS

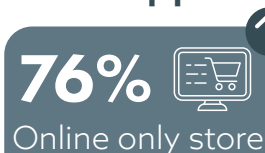
IN JAPAN

SHOPPING TRENDS

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



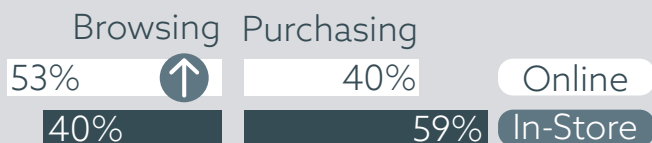
Top Retailers Shopped for Clothing



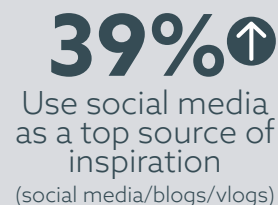
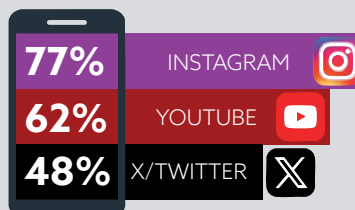
Top Ways Plan to Shop for Clothing in Next Year



Preferred Shopping Method



Top Social Media Sources



Cotton Preference

Drivers of Consumer Preference



Comfort



Quality



Fit

Comfortable



69%

Soft



68%

Authentic



67%



Cotton



Denim



Cotton blends

61% ↑

Prefer Cotton, Cotton blends, or Denim



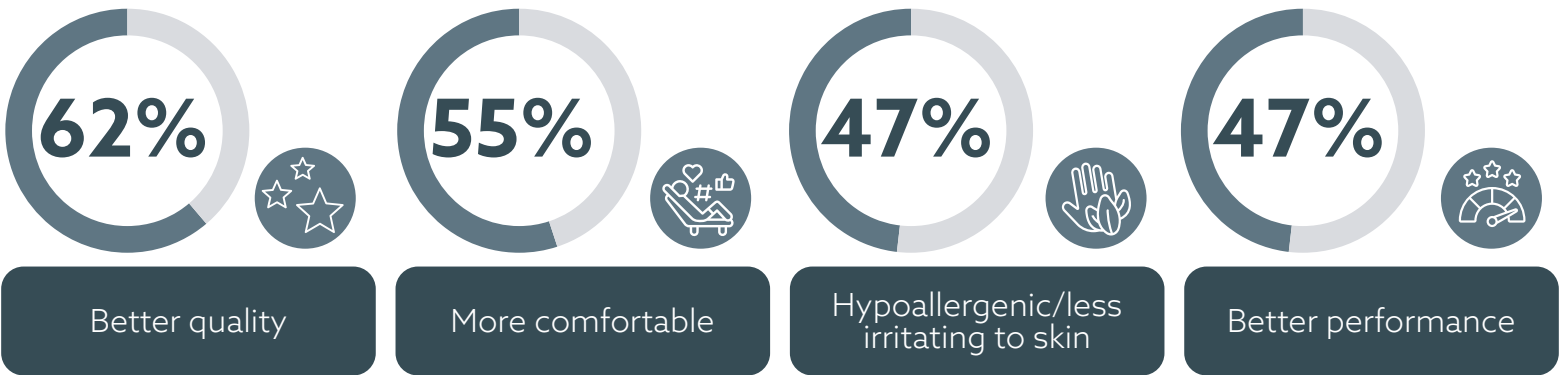
COTTONINC.COM
LIFESTYLEMONITOR.COTTONINC.COM

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

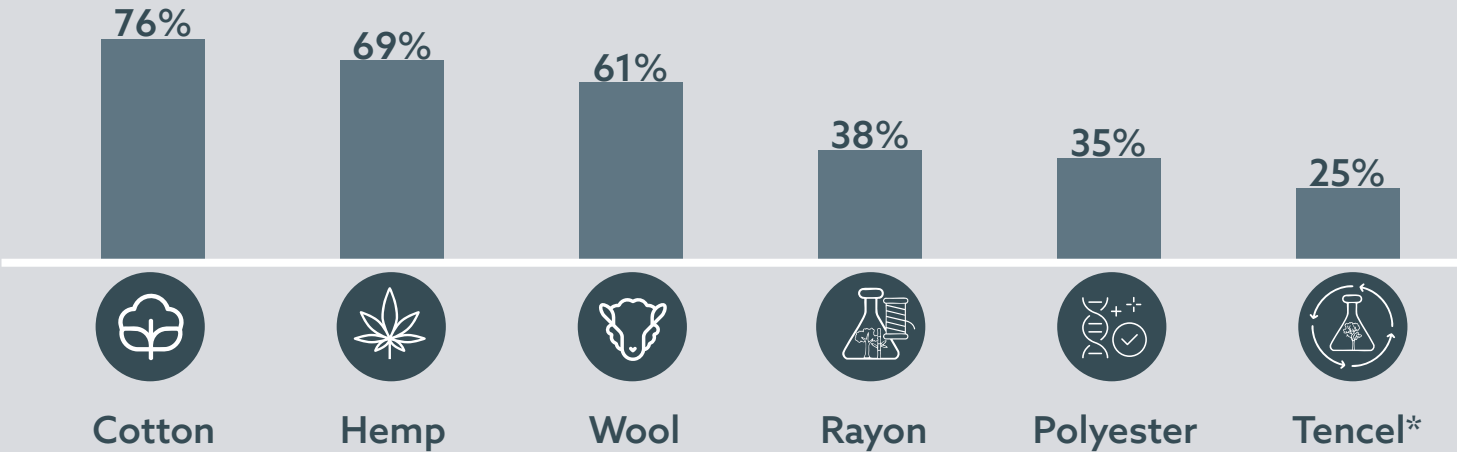
SUSTAINABILITY ↑ = significantly higher in 2025 ↓ = significantly lower in 2025



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