

GLOBAL CONSUMER INSIGHTS

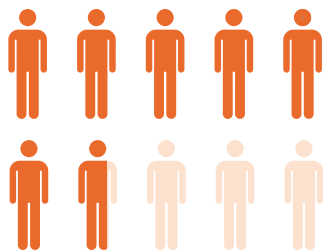
IN THAILAND

SHOPPING TRENDS

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

67%

Feel very/somewhat optimistic about their financial situation



Top Retailers Shopped for Clothing

93%

Online only store



82%

Street market
(In-Store)



80%

Department
(In-Store)



Top Ways Plan to Shop for Clothing in Next Year

Top Way Plan to Shop

60%

I will buy some new clothing, but less than usual

95%

I will buy more comfortable clothing



91%

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



87%

I will buy higher-quality, longer-lasting items



Preferred Shopping Method

Browsing Purchasing

82%



15%

47%

Online

52%

In-Store

Top Social Media Sources

80%

TIKTOK



79%

FACEBOOK



69%

YOUTUBE



67%

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



Cotton Preference

Drivers of Consumer Preference



Comfort



Quality



Durability

Authentic



59%

Soft



50%

Comfortable



50%



Cotton



Denim



Cotton blends

66%

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 Thailand

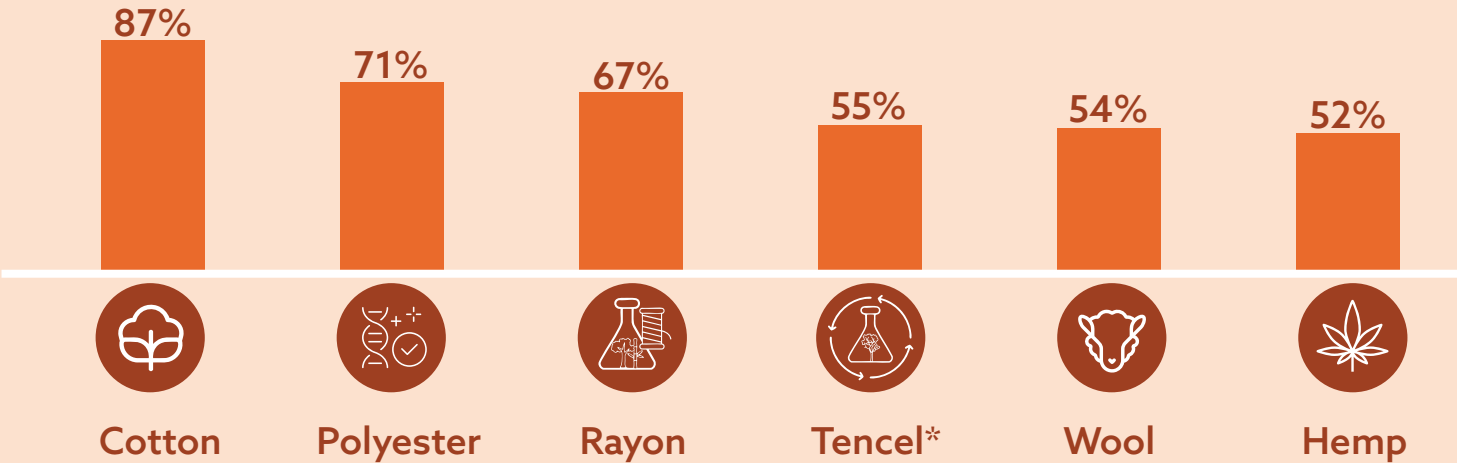
SUSTAINABILITY ↑ = significantly higher in 2025 ↓ = significantly lower in 2025



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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