

GLOBAL CONSUMER INSIGHTS

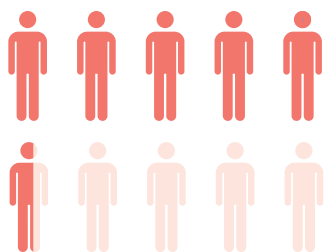
IN TURKEY

SHOPPING TRENDS

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

56% ↓

Feel very/somewhat optimistic about their financial situation



Top Retailers Shopped for Clothing

91% ↑
Online only store

77%
Chain/Specialty (In-Store)

67%
Department (In-Store)

Top Ways Plan to Shop for Clothing in Next Year

Top Way Plan to Shop

52%

I will buy clothing in the latest styles

92% ↑

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

89% ↑

I will buy more comfortable clothing

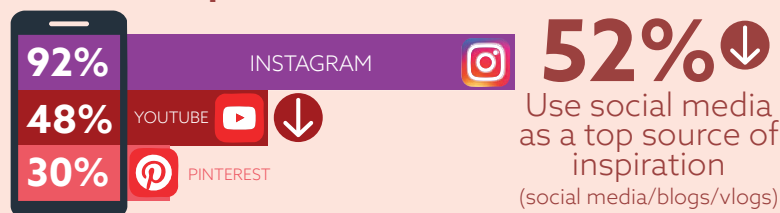
89% ↑

I will buy higher-quality, longer-lasting items

Preferred Shopping Method



Top Social Media Sources



Cotton Preference

Drivers of Consumer Preference

Comfort

Quality

Fit

Soft

75%

Comfortable

72%

High Quality ↓

66%



Cotton



Denim ↓



Cotton blends

84%

Prefer Cotton, Cotton blends, or Denim



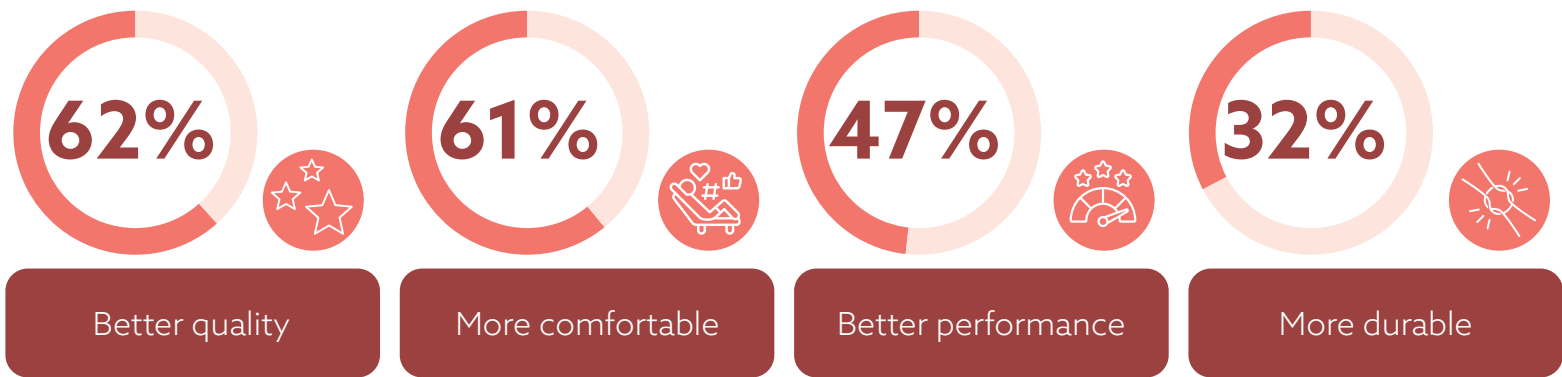
COTTONINC.COM
LIFESTYLEMONITOR.COTTONINC.COM

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Source: Cotton Council International and Cotton Incorporated's Global Lifestyle Monitor™ survey, conducted with n=1,005 consumers in Turkey

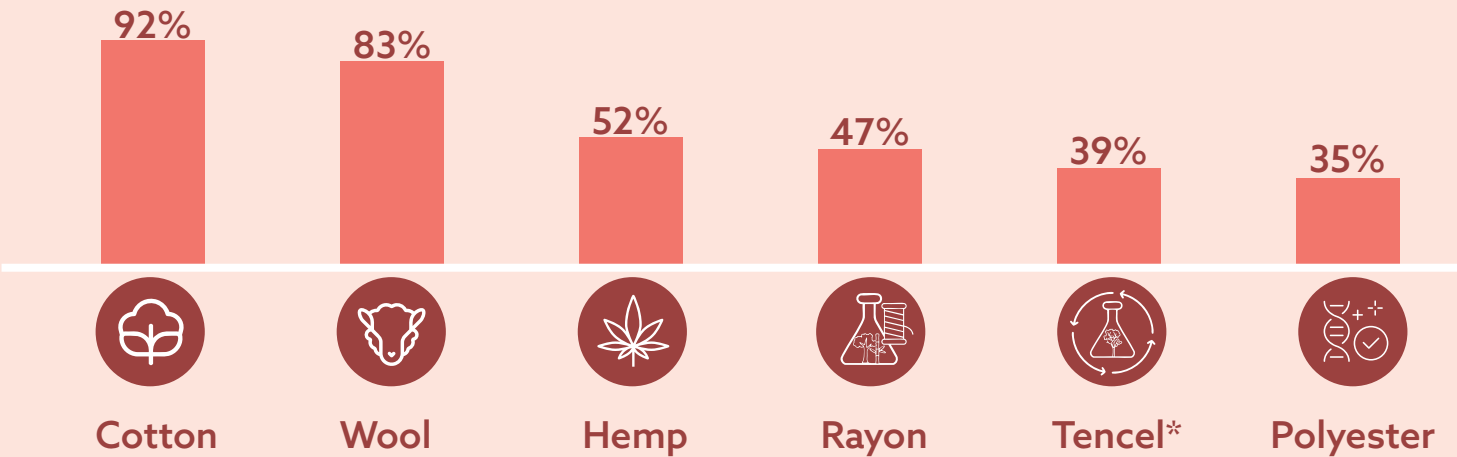
SUSTAINABILITY ↑ = significantly higher in 2025 ↓ = significantly lower in 2025



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