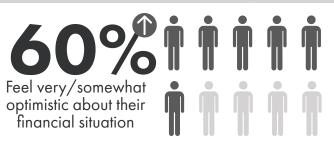
GLOBAL CONSUMER

# INSIGHTS

IN THE U.K.

**SHOPPING TRENDS** 

 $\uparrow$  = significantly higher in 2025  $\downarrow$  = significantly lower in 2025



**Preferred Shopping Method** 

Browsing Purchasing

83% Fig. 7 Dis

71% Discount Store

Top Retailers Shopped for Clothing

68% In Warehouse

### Top Ways Plan to Shop for Clothing in Next Year





#### **Top Social Media Sources**



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

I will buy

higher-quality,

longer-lasting items

## Drivers of Consumer Prefrence Comfort Quality

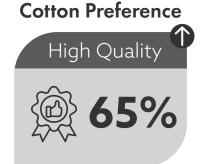
78%

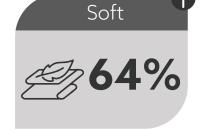


54%

Online

In-Store











blends

Prefer Cotton, Cotton Blends, or Denim



COTTONINC.COM LIFESTYLEMONITOR.COTTONINC.COM **SUSTAINABILITY** ↑= significantly higher in 2025 ↓= significantly lower in 2025

Changing how shopping for clothing to reduce environmental impact



Rely on a sustainability certification or seal to determine 38% if clothing is made in an environmentally friendly manner





Willing to pay more for natural fibers such as cotton

#### Top Reasons Would Pay More for Clothes Made from Natural Fibers

