

GLOBAL CONSUMER INSIGHTS

IN VIETNAM

SHOPPING TRENDS

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

79%

Feel very/somewhat optimistic about their financial situation



Top Retailers Shopped for Clothing

95% ↑
Online only store

77% ↑
Peer to peer (Online)

75%
Street market (In-Store)

Top Ways Plan to Shop for Clothing in Next Year

Top Way Plan to Shop

61%

I will buy clothing in the latest styles

96%

I will buy more comfortable clothing

91%

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

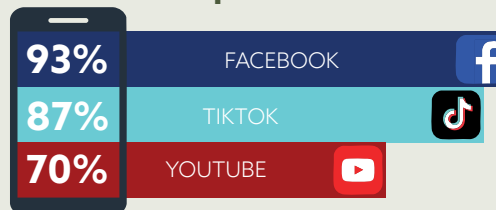
90%

I will buy higher-quality, longer-lasting items

Preferred Shopping Method



Top Social Media Sources



74% ↑

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

Drivers of Consumer Preference



Soft

66%

Comfortable

44%

Authentic

40%

Cotton Preference



Cotton



Denim



Cotton blends

30% ↑

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 Vietnam

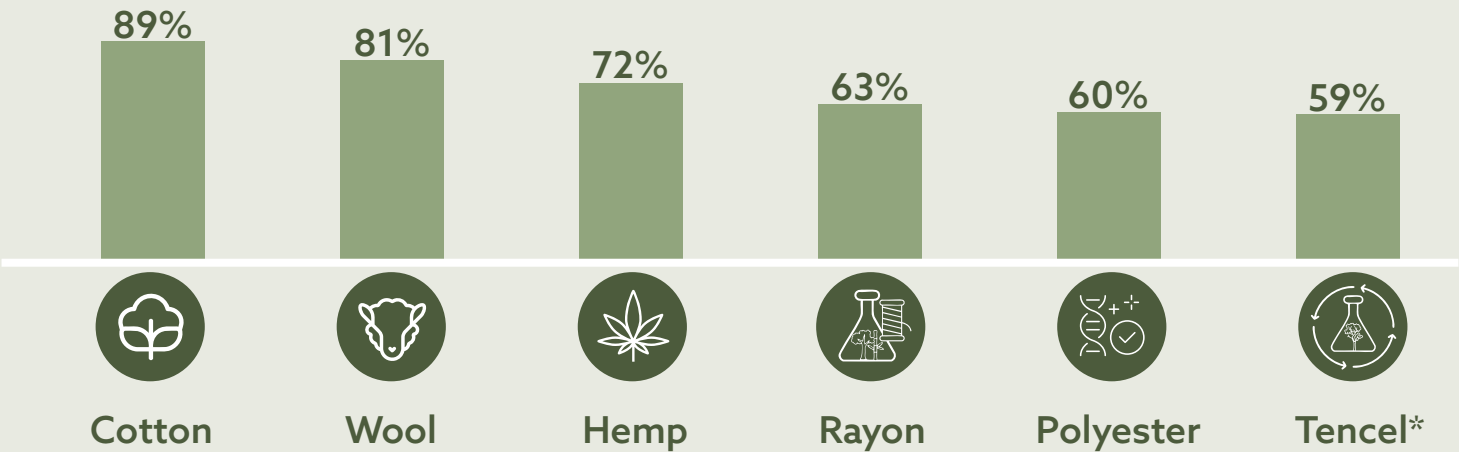
SUSTAINABILITY ↑ = significantly higher in 2025 ↓ = significantly lower in 2025



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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