



GLOBAL LIFESTYLE MONITOR: GERMANY

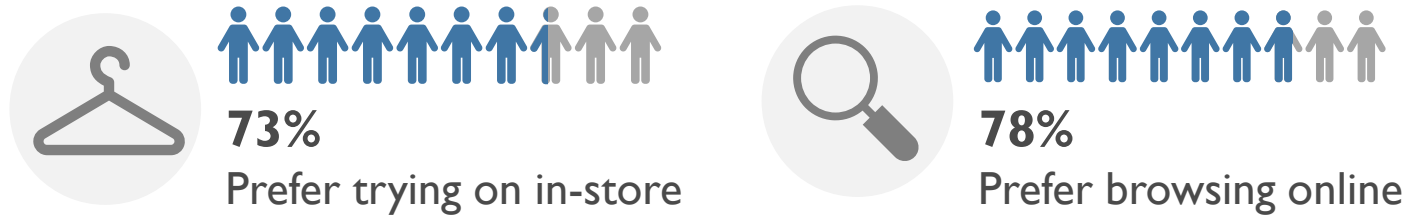
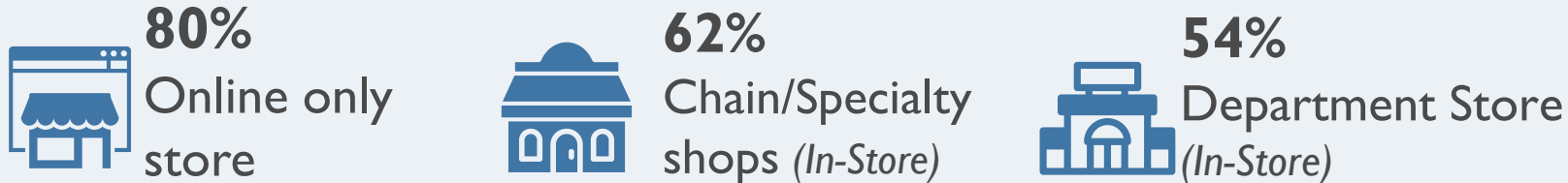


SHOPPING TRENDS

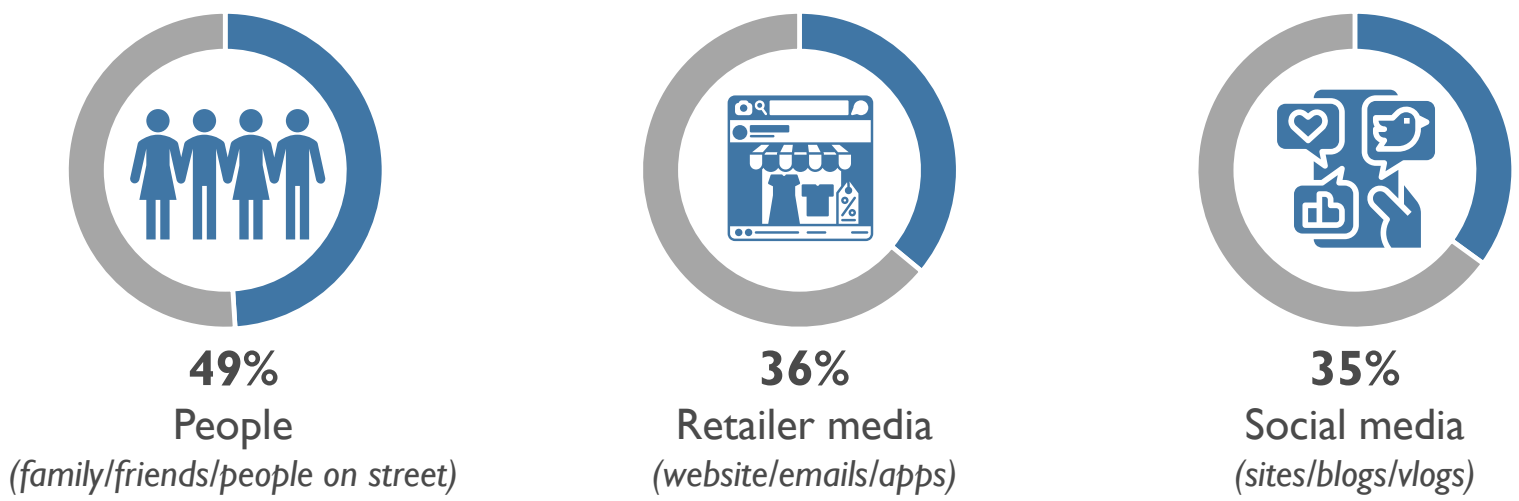


Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing

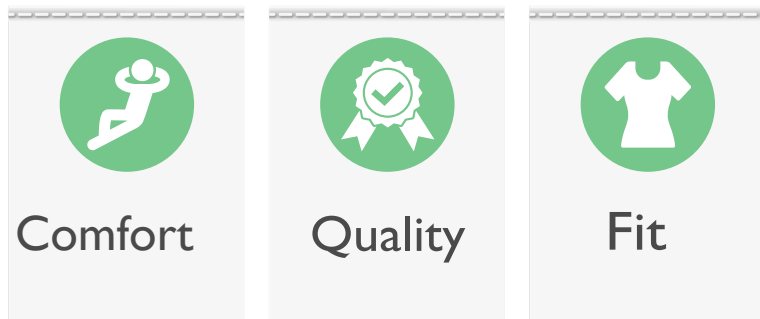


Top Sources of Inspiration

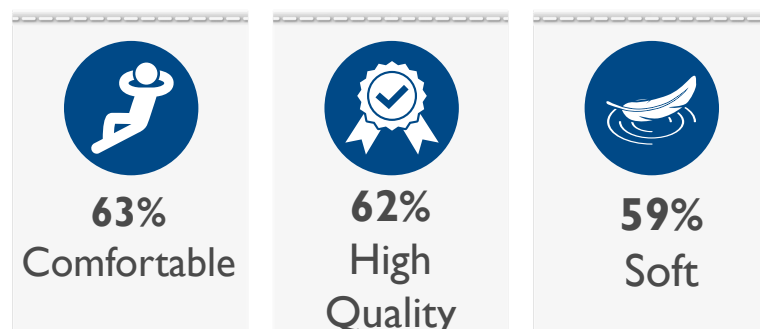


DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



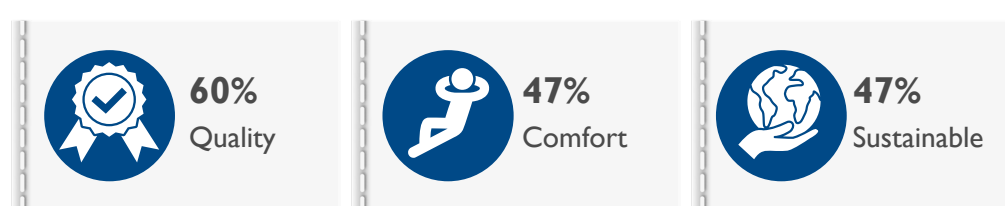
Cotton is the most...



COTTON PREFERENCE



Reasons Willing to Pay More for Cotton

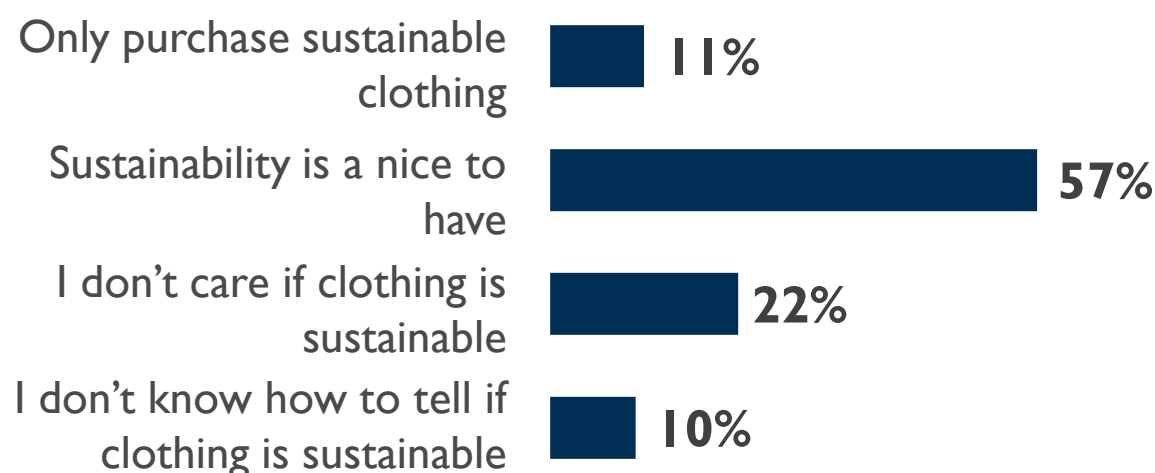


Top Preferred Materials

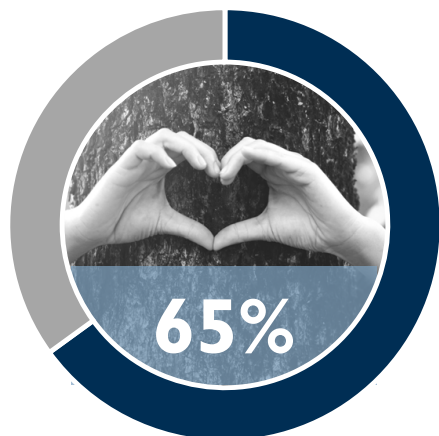


SUSTAINABILITY

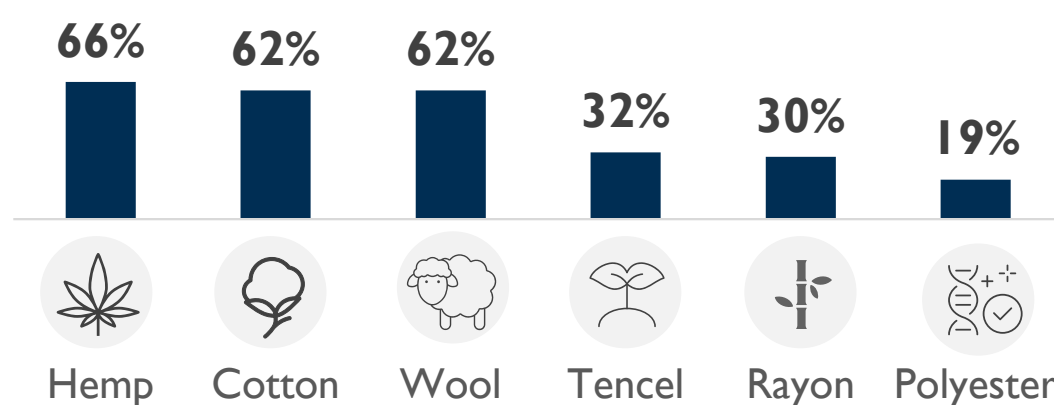
Sustainability Importance



Concerned about Environmental Change



Safe for the Environment (% Safe)



CHINA • COLOMBIA • GERMANY • INDIA • INDONESIA • ITALY • JAPAN • MEXICO • THAILAND • TURKEY • VIETNAM • UK • US

Source: Cotton Council International and Cotton Incorporated's Global Monitor Survey, a biennial consumer research study. In the 2023 survey approximately 13,000 consumers (1,000 consumers in each of 13 countries) were surveyed.

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