



SHOPPING TRENDS



88% Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing





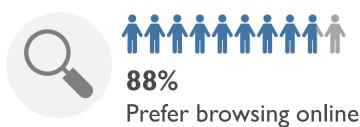
Street Markets



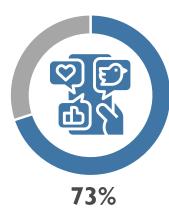




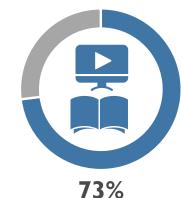
Prefer trying on in-store



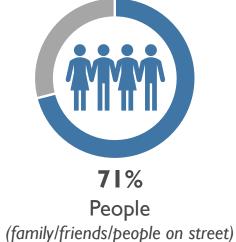
Top Sources of Inspiration







Traditional media (TV/movies/magazines/celebrities)



DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality





70%



High Quality



Sustainable





COTTON PREFERENCE



Are willing to pay more >>> for cotton

Reasons Willing to Pay More for Cotton



Top Preferred Materials







SUSTAINABILITY

19% Cotton



Denim /





73%

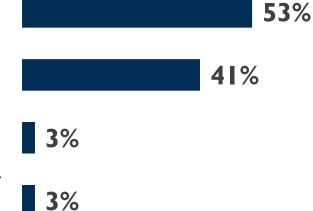
LIFESTYLE MONITOR SURVEY

Sustainability Importance

Only purchase sustainable clothing Sustainability is a nice to

have I don't care if clothing is sustainable

I don't know how to tell if clothing is sustainable



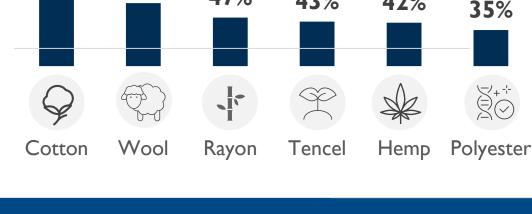


Concerned about Environmental Change



61% 47% 43% 42%

Safe for the Environment (% Safe)







CHINA • COLOMBIA • GERMANY • INDIA • INDONESIA • ITALY • JAPAN • MEXICO • THAILAND •

© 2024 COTTON COUNCIL INTERNATIONAL AND COTTON INCORPORATED'S GLOBAL