

SHOPPING TRENDS



79% Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing





Department Store (In-Store)



74% Peer to Peer Selling





Prefer trying on in-store



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Prefer browsing online



Social media (sites/blogs/vlogs)



57% Magazines/Television/ Movies/Celebrities



50% People

DRIVERS OF CONSUMERS' PURCHASES

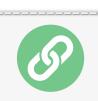
Top Drivers



Comfort



Quality



Durability



78% Comfortable

Reasons Willing to Pay More for Cotton



Quality

Cotton is the most...

High Soft



© COTTON PREFERENCE



Are willing to pay more >>> for cotton









15% Cotton blends



Top Preferred Materials

Denim / leanswear -





SUSTAINABILITY

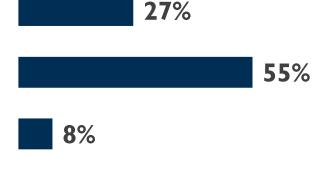
9%

Sustainability Importance

Only purchase sustainable clothing Sustainability is a nice to

have I don't care if clothing is sustainable

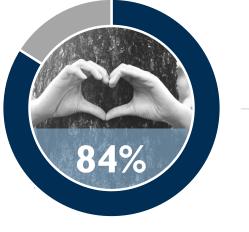
I don't know how to tell if clothing is sustainable





Environmental Change

Concerned about



Safe for the Environment (% Safe)



50%

46%







39%



LIFESTYLE MONITOR SURVEY

Wool Hemp



Rayon Polyester







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. © 2024 COTTON COUNCIL INTERNATIONAL AND COTTON INCORPORATED'S GLOBAL

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