



SHOPPING TRENDS



63% Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing





Department Store (In-Store)



77% Street Markets





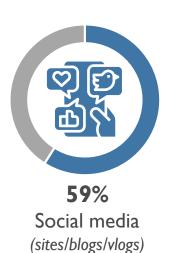
Prefer trying on in-store

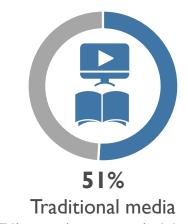


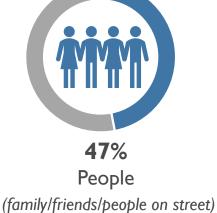
<u> ተ</u>ስተተተተተተ **78%**

Prefer browsing online

Top Sources of Inspiration

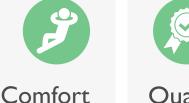






(TV/movies/magazines/celebrities) **DRIVERS OF CONSUMERS' PURCHASES**







Quality



Fit

Cotton is the most...





Reasons Willing to Pay More for Cotton





© COTTON PREFERENCE

Are willing to pay more >>>> for cotton



Top Preferred Materials









SUSTAINABILITY

leanswear









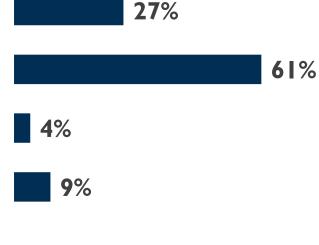
63%

13 countries) were surveyed.

LIFESTYLE MONITOR SURVEY

Sustainability Importance

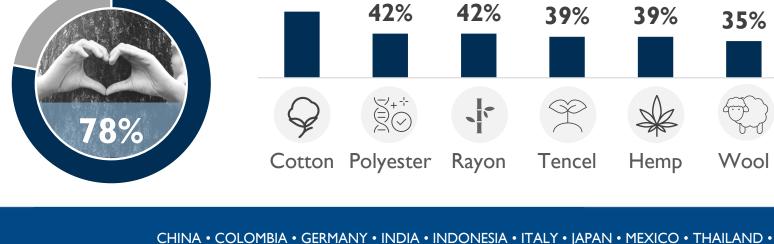
Only purchase sustainable clothing Sustainability is a nice to have I don't care if clothing is sustainable I don't know how to tell if clothing is sustainable



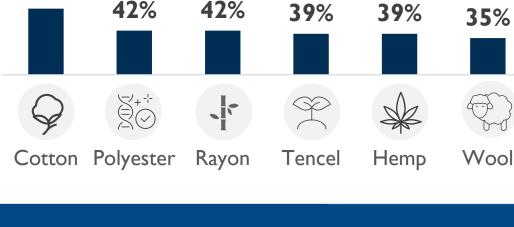


Environmental Change

Concerned about



Safe for the Environment (% Safe)







© 2024 COTTON COUNCIL INTERNATIONAL AND COTTON INCORPORATED'S GLOBAL