



SHOPPING TRENDS



29% Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing





Apparel special shop (in-store)



Department Store





Prefer trying on in-store





Prefer browsing online

Top Sources of Inspiration







Social media (sites/blogs/vlogs)



51% In-Store (displays/salespeople)

Top Drivers



Quality



DRIVERS OF CONSUMERS' PURCHASES

Fit

Cotton is the most...



Comfortable Soft

Reasons Willing to Pay More for Cotton



Quality



Comfort

© COTTON PREFERENCE

Are willing to pay more >>> for cotton









Top Preferred Materials





Only purchase sustainable

Sustainability Importance

clothing Sustainability is a nice to

have I don't care if clothing is

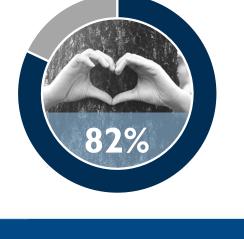
sustainable I don't know how to tell if clothing is sustainable

34%

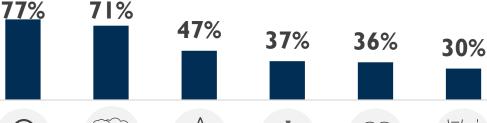
8%



Concerned about **Environmental Change**



7%



51%









Safe for the Environment (% Safe)







TURKEY • VIETNAM • UK • US

Hemp

Rayon

Tencel Polyester





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 LIFESTYLE MONITOR SURVEY

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