



# GLOBAL CONSUMER INSIGHTS

## GLOBAL LIFESTYLE MONITOR: COLOMBIA

### APPAREL SPENDING

Colombia is a growing market for clothing brands and retailers. Consumers spent \$10.1 billion on clothing in 2017, and this number is expected to grow 118% by 2030. Overwhelming optimism about their personal finances provides opportunities for companies to reach Colombian consumers with new fashions and dynamic retail experiences.



### KEY TRENDS



**How They Shop:** Mix entertainment and commerce with in-person retail experiences suited to each phase of the shopping journey.

**What They Shop:** Help consumers look and feel good with new technologies to provide comfort and quality throughout the day.

**Spotlight on the Evolving Shopping Journey:** Invest in social media clothing inspiration as Colombians integrate online channels into their shopping journey.

### FINANCIAL OUTLOOK



**OPTIMISTIC**

Colombia Global  
**78% 56%**

**PESSIMISTIC**



Colombia Global  
**4% 11%**

\*"Neither Optimistic/Pessimistic" not shown

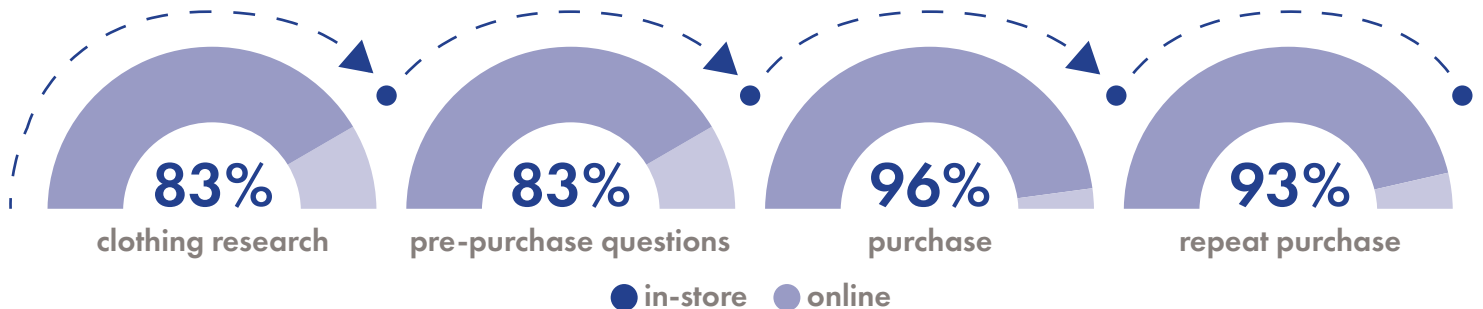
## GLOBAL LIFESTYLE MONITOR: COLOMBIA

## HOW THEY SHOP

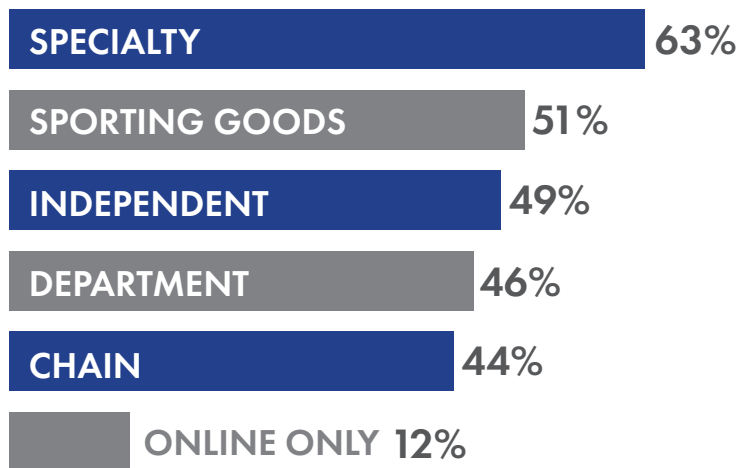
Colombian consumers enjoy shopping for clothes (86%), and this means traditional in-person retail for each stage of the shopping journey. Despite weekly internet use by 58% of the population<sup>2</sup>, just over one third (36%) have ever used the internet to browse or buy clothing. Maximize the market potential of these consumers by investing in dynamic in-person retail experiences.

## SHOPPING JOURNEY

Consumers who prefer in-store shopping



## RETAIL STORES SHOPPED FOR CLOTHING



14%

Shop online at least 1 time a month.

## SOURCES FOR CLOTHING IDEAS



Other People  
82%



Window Shopping  
40%



Traditional Media  
37%



Store Publications  
34%



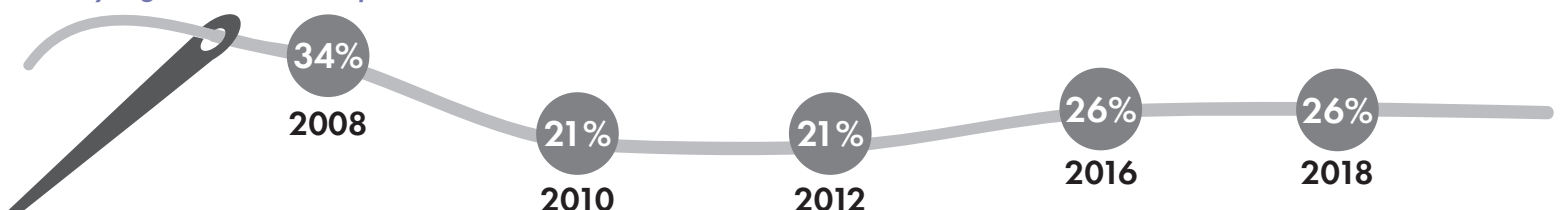
Social Media  
26%



Brand & Retailer Digital Resources  
15%

## APPAREL SHOPPING HABITS

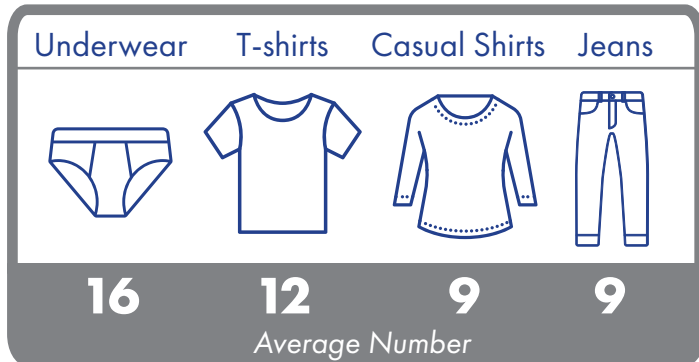
Buying Clothes on Impulse



## WHAT THEY SHOP

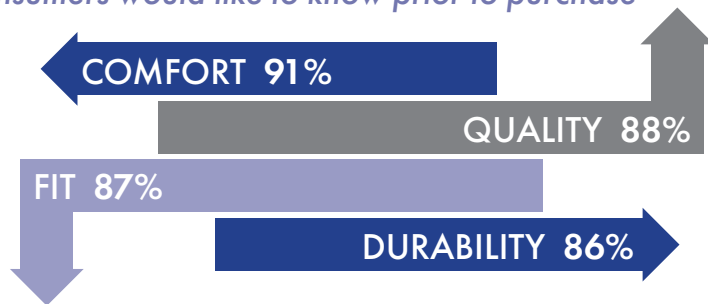
Colombians are discerning clothes consumers. They look for clothes that provide comfort, quality, fit, and durability, leading them to prefer cotton-rich fabrics especially for items worn close to the skin. They are willing to pay more for quality, and want their clothing to do more by addressing physical processes such as perspiration. Help Colombian consumers take their fashion sense to the next level with new technologies made of cotton-rich fabrics to provide the comfort, quality, and style they seek.

### TOP ITEMS OWNED



### PRIMARY PURCHASE DRIVERS

Consumers would like to know prior to purchase



### COTTON AS PREFERRED FIBER

 **BABYWEAR 90%**

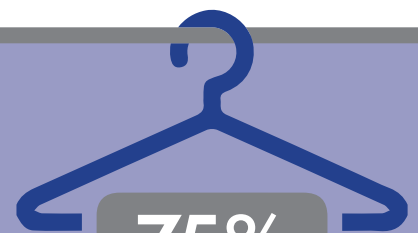
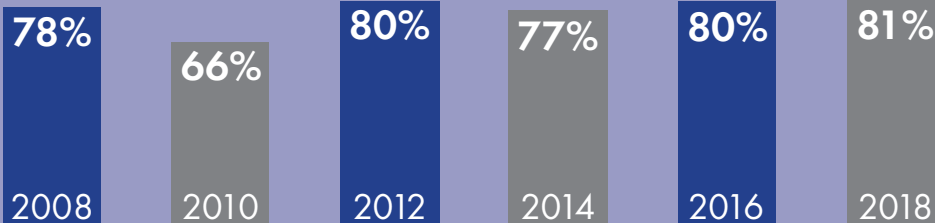
 **INTIMATES 80%**

 **HOME TEXTILES 80%**

 **SHIRTS 69%**

 **PANTS 59%**

### PAY MORE FOR BETTER QUALITY



**75%**

prefer cotton or  
cotton blends  
for their  
most-worn  
clothing

### PERFORMANCE APPAREL

Likely to Purchase



**79%**  
Monitor  
Perspiration



**69%**  
Relieve  
Stress



**67%**  
Regulate Body  
Temperature



**65%**  
Monitor  
Exercise



**64%**  
Monitor  
Heart Rate

# SPOTLIGHT

## EVOLVING THE SHOPPING JOURNEY

### AVERAGE NUMBER OF GARMENTS OWNED



Colombia

103



Globally

75<sup>3</sup>

Colombian consumers stand out for their love of clothes shopping, owning 33% more garments than the average for consumers across the world. Nine in ten enjoy the in-store shopping experience, and half cite this enjoyment as the reason they do not shop online. An increasing number of Colombian consumers are incorporating online sources as they look for new clothing ideas, and social media is especially popular among younger Colombians. Get ahead of this changing market by integrating online and social media into the in-store shopping experience.

### SHOPPING AFFINITY



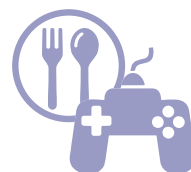
86%

LOVE/LIKE CLOTHES SHOPPING



89%

ENJOY IN-STORE EXPERIENCE



20%

PREFER TO NOT SPEND MONEY ON CLOTHES

### REASONS TO NOT SHOP ONLINE

PREFER  
IN-STORE  
EXPERIENCE

51%

UNSURE OF  
CLOTHING  
QUALITY

47%

CLOTHING MAY  
NOT FIT

44%

DON'T TRUST  
ORDER  
PROCESS

43%

DON'T TRUST  
WEBSITES

36%

### ONLINE CLOTHING INSPIRATION

9%

2016

33%

2018

#### Use Social Media for Clothing Ideas

15-24 **39%**

35-44 **16%**

25-34 **27%**

45-54 **10%**



Source: Cotton Council International and Cotton Incorporated's Global Lifestyle Monitor Survey, a biennial consumer research study. In the 2018 survey approximately 10,000 consumers (i.e. 1,000 consumers in 10 countries) were surveyed.  
External Source: <sup>1</sup>Euromonitor International <sup>2</sup>World Bank

