Spotlight on Gen Z and Millennial Optimism: Target this market segment that remains optimistic despite Brexit fears.

Consumers in the United Kingdom spent $76.3 billion on clothing in 2017. Despite economic uncertainty with the impending Brexit, British apparel spending is expected to outpace that of the European Union with a 60% growth by 2030. Reach British consumers in the many places they shop with comfortable clothing at an affordable price.

**Consumer Spending**

<table>
<thead>
<tr>
<th>Region</th>
<th>Spending</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.K.</td>
<td>$76.3¹</td>
<td>+60%</td>
</tr>
<tr>
<td>US</td>
<td>$338.9</td>
<td>+56%</td>
</tr>
<tr>
<td>EU</td>
<td>$374.5</td>
<td>+52%</td>
</tr>
<tr>
<td>CHINA</td>
<td>$277.2</td>
<td>+193%</td>
</tr>
</tbody>
</table>

**Financial Outlook**

- **Optimistic**
  - U.K.: 45%
  - Global: 56%

- **Pessimistic**
  - U.K.: 16%
  - Global: 11%

*“Neither Optimistic/Pessimistic” not shown*
HOW THEY SHOP

British consumers blend many resources to shop for clothing. They shop at an average of four types of stores with no single type dominating the retail landscape. With near-universal internet access (94% regularly use the internet)¹, Britons use the internet both to find clothing inspiration and to purchase items. Help consumers plan and execute their clothes shopping by speaking to them across multiple physical and online outlets.

SHOPPING JOURNEY
Consumers who prefer shopping in-store (vs. online)

- Clothing research: 33% (in-store) vs. 61% (online)
- Pre-purchase questions: 61% (in-store) vs. 39% (online)
- Purchase: 60% (in-store) vs. 40% (online)
- Repeat purchase: 35% (in-store) vs. 65% (online)

RETAIL STORES SHOPPED FOR CLOTHING

- Chain: 59%
- Department: 56%
- Discount: 53%
- Hypermarket: 49%
- Online only: 48%

51% Shop online at least once per month.

APPAREL SHOPPING HABITS
Buying Clothes on Impulse

- 2008: 53%
- 2009: 50%
- 2010: 47%
- 2012: 47%
- 2014: 40%
- 2016: 43%
- 2018: 39%

GLOBAL LIFESTYLE MONITOR SURVEY • CHINA • COLOMBIA • GERMANY • INDIA • ITALY • MEXICO • JAPAN • THAILAND • TURKEY • UNITED KINGDOM

SOURCES FOR CLOTHING IDEAS

- Other People: 49%
- Brand & Retailer Digital Resources: 42%
- Window Shopping: 34%
- Traditional Media: 26%
- Store Publications: 19%
- Social Media: 17%
WHAT THEY SHOP

British consumers look for clothing to fit well and feel comfortable, and they are willing to pay more for quality. They stock up on basics, such as owning on average 19 pairs of underwear and 14 t-shirts. Eight in ten consumers (82%) say their most-worn clothing is made of cotton and they are most interested in technologies to increase comfort throughout their days. Meet British consumers’ needs with high quality, comfortable clothing made with cotton-rich fabrics.

TOP ITEMS OWNED

<table>
<thead>
<tr>
<th>Underwear</th>
<th>T-shirts</th>
<th>Dresses</th>
<th>Casual Shirts</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td>14</td>
<td>9</td>
<td>6</td>
</tr>
</tbody>
</table>

Average Number Owned

PRIMARY PURCHASE DRIVERS
Consumers would like to know prior to purchase

- **FIT** 87%
- **COMFORT** 84%
- **PRICE** 79%
- **QUALITY** 76%

PAY MORE FOR BETTER QUALITY

<table>
<thead>
<tr>
<th>Year</th>
<th>Underwear</th>
<th>T-shirts</th>
<th>Dresses</th>
<th>Casual Shirts</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>66%</td>
<td>64%</td>
<td>58%</td>
<td>66%</td>
</tr>
<tr>
<td>2010</td>
<td>66%</td>
<td>64%</td>
<td>58%</td>
<td>66%</td>
</tr>
<tr>
<td>2012</td>
<td>66%</td>
<td>64%</td>
<td>58%</td>
<td>66%</td>
</tr>
<tr>
<td>2014</td>
<td>66%</td>
<td>64%</td>
<td>58%</td>
<td>66%</td>
</tr>
<tr>
<td>2016</td>
<td>66%</td>
<td>64%</td>
<td>58%</td>
<td>66%</td>
</tr>
<tr>
<td>2018</td>
<td>67%</td>
<td>64%</td>
<td>58%</td>
<td>66%</td>
</tr>
</tbody>
</table>

PERFORMANCE APPAREL
Likely to Purchase

- **40%** Regulate Body Temperature
- **37%** Relieve Stress
- **28%** Monitor Hydration
- **26%** Charge Electronics
- **25%** Manage Mood/Emotions

82% prefer cotton or cotton blends for their most-worn clothing.
At a time of future economic uncertainty in the UK, younger Britons stand out for their optimism about personal finances. In the past eight years, members of Gen Z and Millennials have become more optimistic, while at the same time Boomers have seen a drop in optimism. Whether because or in spite of the country’s impending exit from the European Union, the future looks bright to younger Brits. Reach these eager shoppers on mobile platforms and social media as they build up their wardrobes in the coming years.

**Spending More on Clothing**

Gen Z & Millennials Plan to Spend More on Clothing in the Coming Year

- **Gen Z/Millennials:** 29% plan to spend more on clothing
- **Gen X/Boomers:** 13% plan to spend more on clothing

**Frequent Shoppers**

Shop for Clothing Monthly or More

- **Gen Z/Millennials:** 53%
- **Gen X/Boomers:** 43%

**Shopping Journey**

Prefer the Following Ways to Shop at Each Stage of the Shopping Journey

**In-Store**
- Gen Z/Millennials: 47%
- Gen X/Boomers: 48%

**Smartphone**
- Gen Z/Millennials: 20%
- Gen X/Boomers: 10%

**Tablet**
- Gen Z/Millennials: 9%
- Gen X/Boomers: 14%

**Laptop**
- Gen Z/Millennials: 24%
- Gen X/Boomers: 28%

**Clothing Inspiration From Others**

Sources of Clothing Ideas

- Other People
  - Gen Z/Millennials: 55%
  - Gen X/Boomers: 46%
- Window Shopping
  - Gen Z/Millennials: 30%
  - Gen X/Boomers: 36%
- Social Media
  - Gen Z/Millennials: 27%
  - Gen X/Boomers: 11%

**Frequent Shoppers**

Younger Consumers Are Interested In Clothing That:

- **Relieve Stress:** 44%
- **Monitor Hydration:** 36%
- **Charge Electronics:** 35%

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: *Euromonitor International*