The COVID-19 pandemic caused a fundamental shift in how consumers shop for clothing and other goods. In February 2020, 12.5% of retail sales were online. By April of the same year, this number had jumped to 18.7% of sales. Throughout the pandemic online sales continued to spike compared to previous years, and Cotton Incorporated consumer research indicates that many of these consumers will continue to shop online even after pandemic fears ease and communities re-open.

With more online shopping, clothing retailers look to maximize their platforms to provide the information consumers want and the easy navigation they need. Fiber content is a key piece of information consumers seek, and by making it readily available, retailers can meet consumer expectations and increase satisfaction.

CONSUMERS ARE SHOPPING ONLINE
Consumers who shop for some or all clothing online:

- 57% Pre-Pandemic
- 77% During Pandemic
- 70% Post-Pandemic

FIBER CONTENT IMPORTANT IN-STORE & ONLINE
Half of consumers check labels for fiber content when shopping for clothing in physical stores.

What they learn from fiber content:

- 74% Garment Quality
- 70% How comfortable garment is
- 63% How to care for/launder garment

80% Say it is important to know fiber content when purchasing clothing online.

75% Likely to shop a different online retailer if they could not find fiber content information.

72% Have returned a garment they purchased online.

Reason for Return: 50% cite the feel of the fabric/fiber content was different than expected.
WHAT RETAILERS CAN DO
What makes a website great for online shopping:

59% EASY NAVIGATION
51% EASY TO FIND

NAVIGATION TOOLS MOST USED IN CLOTHES SHOPPING

60% SEARCH BAR
57% FILTERS
53% PRODUCT CATEGORIES

Are likely to use a filter for fiber content if available.
Actively seek out certain fibers/fabrics when shopping for clothing.
Easy ordering & shipping are top factors that make for great online shopping.

COTTON MOST SOUGHT-AFTER FIBER
Among those who seek out a fiber.

80% COTTON
50% SILK
42% WOOL
40% LINEN

REASONS TO SEEK COTTON

60% COMFORT
51% EASY TO CARE FOR
50% DURABLE/LAST LONGER

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All content sourced from Cotton Incorporated's 2021 Online Shopping Survey, a survey conducted with 1,000 U.S. consumers, April 2021. Additional Sources: *Census Bureau; *Cotton Incorporated's 2021 Coronavirus Consumer Response Survey, Wave 6, a survey conducted with 1,000 consumers May 2021. © 2021 Cotton Incorporated.