At the conclusion of the warmest decade worldwide since record-keeping began, sustainability is on the minds of global consumers. Nearly 9 in 10 consumers (86%) say environmental change is real and requires a change in our behavior, a number that has remained steady since 2017, and climate change tops their list of concerns. Consumers are motivated to effect change, and brands can partner with them by offering products they perceive as natural and renewable.

**GLOBAL CONCERN FOR SUSTAINABILITY**
Percent saying concerns about environmental change are very real and require change in our behavior.

Concerned with environmental change:

- **U.S. 75%**
- **U.K. 83% ▲**
- **GERMANY 80%**
- **MEXICO 93%**
- **ITALY 93%**
- **CHINA 89% ▼**
- **INDIA 88% ▼**

**TOP ENVIRONMENTAL CONCERNS**
Percent rank issues as #1 or #2 environmental concern.

- **44%** Climate Change
- **43%** Water Scarcity or Pollution
- **40%** Air Pollution
- **27%** Ocean Waste & Overfishing
- **26%** Land & Waste Mgmt
- **21%** Population Growth

84% are motivated to take sustainable actions
While global consumer concern for environmental change has remained steady since 2017, more consumers report that sustainability influences their clothing purchases, from 61% in 2017 to 66% in 2021. This increase is particularly strong in regions where interest was lower in 2017, with 10-point jumps among consumers in the UK, the US, and China. When thinking of sustainability in clothing, consumers connect it with naturalness and low environmental impact, looking for clothing made of natural fibers, especially cotton.

**Sustainability in Clothing Purchases**

Percent saying sustainability has a moderate to great influence on their clothing purchases.

<table>
<thead>
<tr>
<th>Country</th>
<th>2017</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>43%</td>
<td>57%</td>
</tr>
<tr>
<td>U.K.</td>
<td>46%</td>
<td>58%</td>
</tr>
<tr>
<td>China</td>
<td>59%</td>
<td>68%</td>
</tr>
<tr>
<td>Germany</td>
<td>64%</td>
<td>62%</td>
</tr>
<tr>
<td>Italy</td>
<td>62%</td>
<td>64%</td>
</tr>
<tr>
<td>Mexico</td>
<td>69%</td>
<td>71%</td>
</tr>
<tr>
<td>India</td>
<td>81%</td>
<td>81%</td>
</tr>
</tbody>
</table>

Countries with significant change.

**What Makes Clothing Sustainable?**

- Made with natural fibers like cotton, wool, or silk. (48%)
- Can be recycled. (44%)
- It can be used repeatedly and has no impact on the environment. (Chinese consumer)
- Made from natural raw materials such as cotton, silk...not synthetically produced. (German consumer)

**Reasons to Purchase Sustainable Clothing**

Percent saying sustainable clothing is:

- Higher quality: 59%
- Better for my family’s health: 58%
- Better value for my money: 57%
- Function better: 54%