GLOBAL CONSUMER INSIGHTS





PREFERENCE FOR ONLINE SHOPPING GROWS

Percent who prefer online shopping to:

Browse Clothing

64%

2018

Purchase Clothing

46%



2021

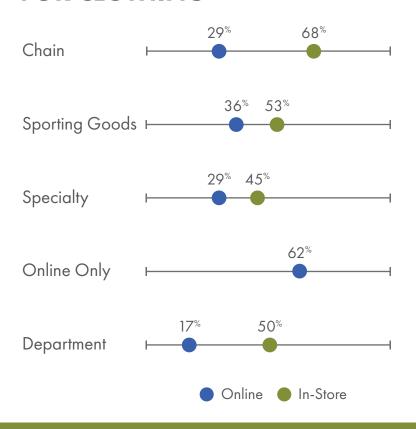
2018



2021

clothing online

RETAIL STORES SHOPPED FOR CLOTHING



SOURCES FOR CLOTHING IDEAS



42% Other People Friends & colleagues, Family, People you see on the street



Traditional Media
TV, Magazines, Celebrities



Retailer Marketing
In-store displays, Salespeople, Catalogs, Store fliers



% Online
Brand and retailer websites, Retailer email and apps, Social media, Blogs





PRIMARY PURCHASE DRIVERS

Important to clothing purchase:









COTTON CLOTHING BEST DESCRIBED AS



MOST AUTHENTIC

82%



MOST SUSTAINABLE

79%



MOST COMFORTABLE

76%



usually check fiber content labels before purchasing clothing

79%
prefer cotton
or cotton
blends for their
most-worn
clothing

PERFORMANCE APPAREL

Likely to Pay More for Everyday Clothing With:



61% Temperature Control



59% Fade Resistance



58%
Durability
Enhancement



56% Moisture Management



