GLOBAL CONSUMER INSIGHTS

GLOBAL LIFESTYLE MONITOR: INDIA

ONLINE SHOPPING SHIFTS TO SMARTPHONES

Percent who prefer using a smartphone to:

Browse Clothing 19% 45%

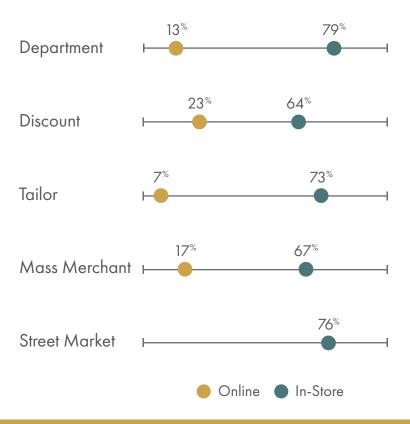
2018

2021

Purchase Clothing 18% 2018 2021

Shop for clothing online

RETAIL STORES SHOPPED FOR CLOTHING



SOURCES FOR CLOTHING IDEAS



65% Other People Friends & colleagues, Family, People you see on the street



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



57% Traditional Media
TV, Magazines, Celebrities



55% Online
Brand and retailer websites, Retailer email and apps, Social media, Blogs





GLOBAL LIFESTYLE MONITOR: INDIA

PRIMARY PURCHASE DRIVERS

Important to clothing purchase:









COTTON CLOTHING BEST DESCRIBED AS



MOST COMFORTABLE



MOST SUSTAINABLE

71%



LASTS THE LONGEST



usually check fiber content labels before purchasing clothing

prefer cotton blends for their clothing

PERFORMANCE APPAREL

Likely to Pay More for Everyday Clothing With:



Temperature Control



Sweat Hiding Technology



Durability

Enhancement





