

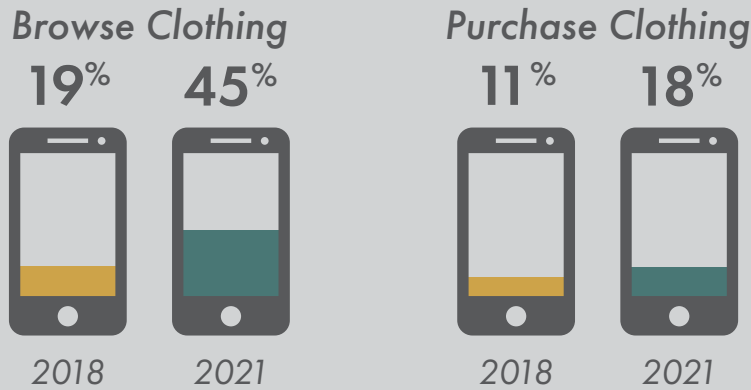
# GLOBAL CONSUMER INSIGHTS



## GLOBAL LIFESTYLE MONITOR: INDIA

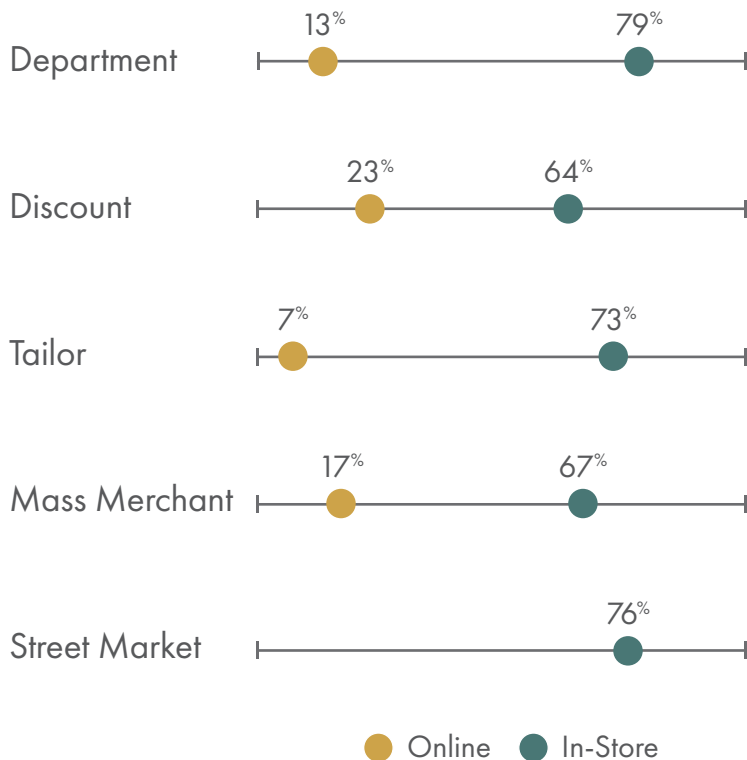
### ONLINE SHOPPING SHIFTS TO SMARTPHONES

Percent who prefer using a smartphone to:



**73%**  
Shop for clothing online

### RETAIL STORES SHOPPED FOR CLOTHING



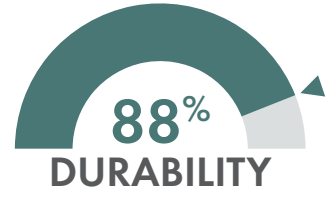
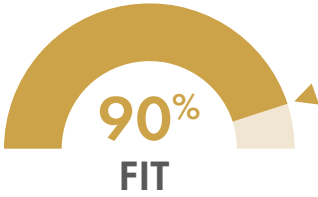
### SOURCES FOR CLOTHING IDEAS



GLOBAL LIFESTYLE MONITOR: INDIA

PRIMARY PURCHASE DRIVERS

Important to clothing purchase:



COTTON CLOTHING BEST DESCRIBED AS



PERFORMANCE APPAREL

Likely to Pay More for Everyday Clothing With:

