



GLOBAL LIFESTYLE MONITOR: CHINA



SHOPPING TRENDS



Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing



87%
Online only store



72%
Chain/Specialty shops (In-Store)



71%
Department Store (In-Store)



69%
Prefer trying on in-store

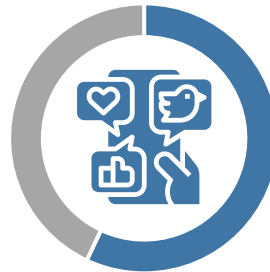


82%
Prefer browsing online

Top Sources of Inspiration



63%
In-Store
(displays/salespeople)



57%
Social media
(social media sites/blogs/vlogs)



54%
People
(family/friends/people on street)



DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Fit

Cotton is the most...



57%
Comfort



57%
Authentic



51%
Sustainable



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COTTON PREFERENCE



66%
Are willing to pay more for cotton

Reasons Willing to Pay More for Cotton

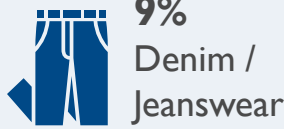


64%
Comfort



51%
Quality

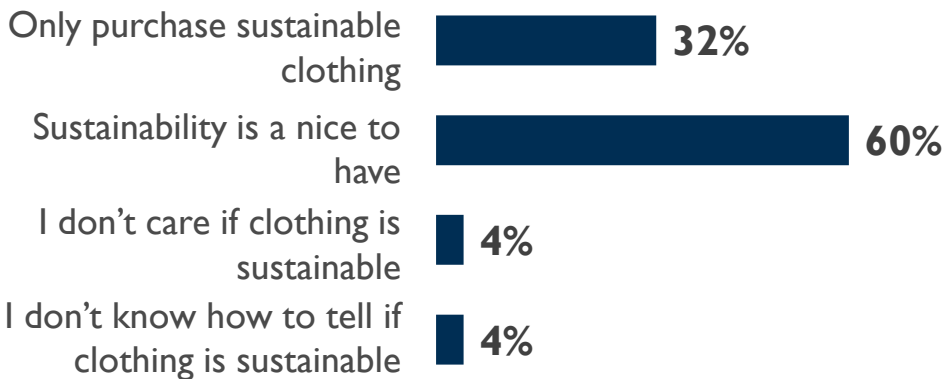
Top Preferred Materials



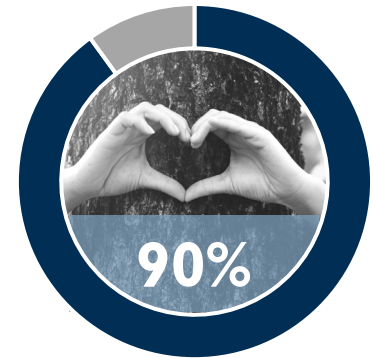
74% Prefer cotton, cotton blends or denim

SUSTAINABILITY

Sustainability Importance



Concerned about Environmental Change



Safe for the Environment (% Safe)

