



GLOBAL LIFESTYLE MONITOR: COLOMBIA



SHOPPING TRENDS



76%
Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing



76%
Apparel Specialty
(In-Store)



74%
Department stores
(In-Store)



73%
Small, independent
(In-Store)

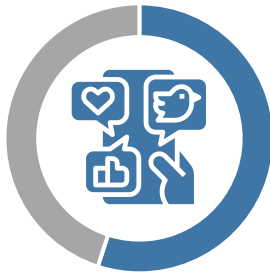


94%
Prefer trying on in-store



70%
Prefer browsing online

Top Sources of Inspiration



55%
Social media
(sites/blogs/vlogs)



55%
Traditional media
(TV/movies/magazines/celebrities)



49%
People
(family/friends/people on street)

DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Durability

Cotton is the most...



83%
Soft



79%
Comfortable



64%
High Quality



GLOBAL LIFESTYLE MONITOR: COLOMBIA



COTTON PREFERENCE



62%
Are willing to pay more
for cotton

Reasons Willing to Pay More for Cotton



67%
Comfort



58%
Quality

Top Preferred Materials



40%
Cotton



23%
Denim /
Jeanswear



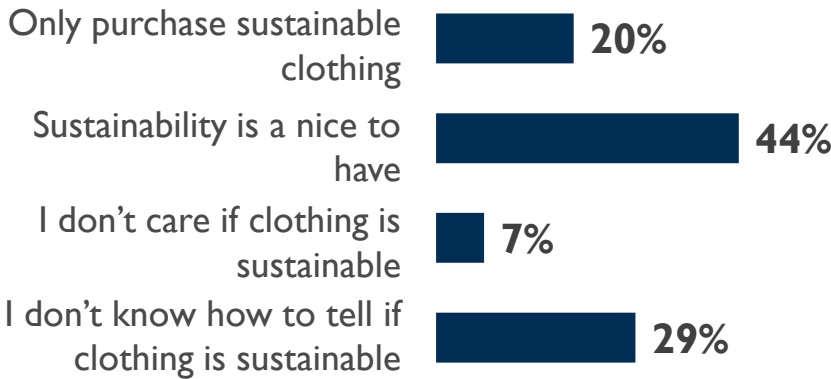
19%
Cotton
blends



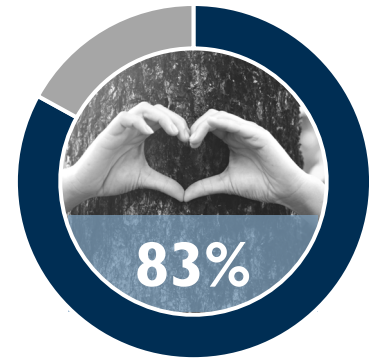
83% Prefer cotton, cotton
blends or denim

SUSTAINABILITY

Sustainability Importance



Concerned about Environmental Change



Safe for the Environment (% Safe)

