



GLOBAL LIFESTYLE MONITOR: GERMANY



SHOPPING TRENDS



46%
Feel very/somewhat optimistic
about their financial situation

Top Retailers Shopped for Clothing



80%
Online only
store



62%
Multi-Channel
retailer (*In-Store*)



54%
Department store
(*In-Store*)



73%
Prefer trying on in-store



78%
Prefer repeat purchasing
online

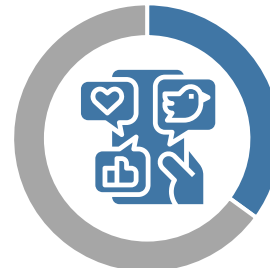
Top Sources of Inspiration



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



36%
Retailer media
(*website/emails/apps*)



35%
Social media
(*sites/blogs/vlogs*)



DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Quality



Comfort



Fit

Cotton is the most...



63%
Comfortable



62%
High
Quality



59%
Soft



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COTTON PREFERENCE



43%
Are willing to pay more for cotton



Reasons Willing to Pay More for Cotton



60%
Quality



47%
Comfort



47%
Sustainable

Top Preferred Materials



38%
Cotton



19%
Cotton blends



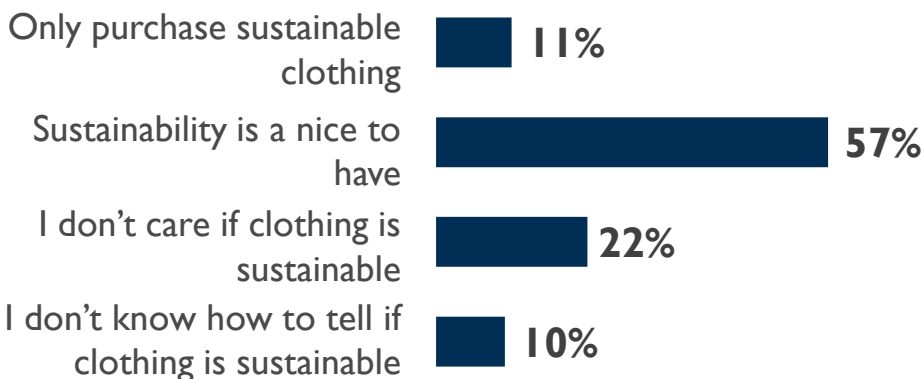
16%
Denim / Jeanswear



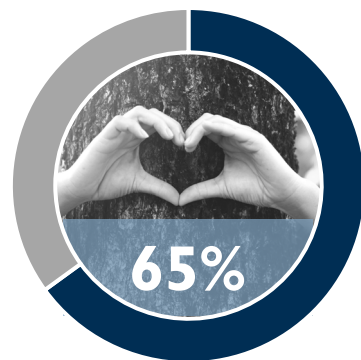
73% Prefer cotton, cotton blends or denim

SUSTAINABILITY

Sustainability Importance



Concerned about Environmental Change



Safe for the Environment (% Safe)

