



# GLOBAL LIFESTYLE MONITOR: INDIA



## SHOPPING TRENDS



**88%**  
Feel very/somewhat optimistic about their financial situation

### Top Retailers Shopped for Clothing



**96%**  
Online only store



**75%**  
Street Markets  
(In-Store)



**64%**  
Department Store  
(In-Store)

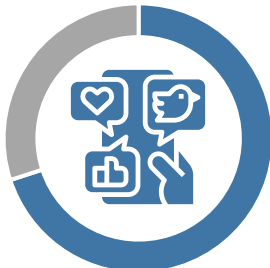


**59%**  
Prefer trying on in-store



**88%**  
Prefer browsing online

### Top Sources of Inspiration



**73%**  
Social media  
(sites/blogs/vlogs)



**73%**  
Traditional media  
(TV/movies/magazines/celebrities)



**71%**  
People  
(family/friends/people on street)



## DRIVERS OF CONSUMERS' PURCHASES

### Top Drivers



Comfort



Quality



Fit



**70%**  
Comfortable

### Cotton is the most...



**63%**  
High Quality



**61%**  
Sustainable



**61%**  
Authentic



# GLOBAL LIFESTYLE MONITOR: INDIA



## COTTON PREFERENCE



**80%**  
Are willing to pay more for cotton

### Reasons Willing to Pay More for Cotton



**79%**  
Comfort



**72%**  
Quality

### Top Preferred Materials



**44%**  
Cotton



**26%**  
Denim /  
Jeanswear



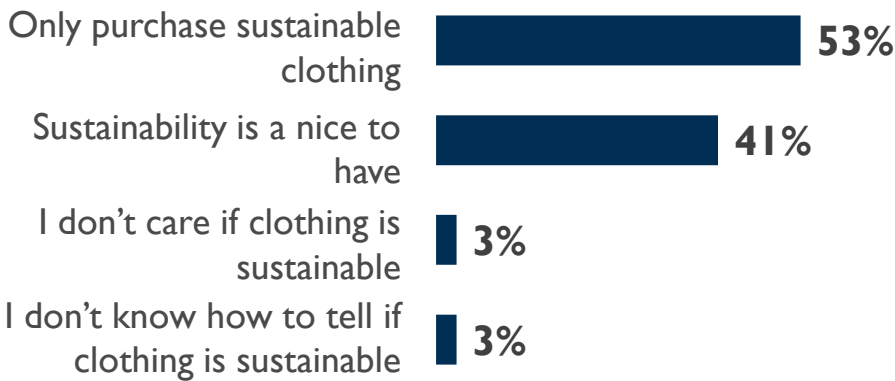
**19%**  
Cotton  
blends



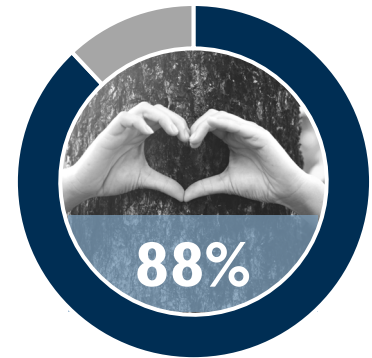
**90%** Prefer cotton, cotton blends or denim

## SUSTAINABILITY

### Sustainability Importance



### Concerned about Environmental Change



### Safe for the Environment (% Safe)

