

### GLOBAL LIFESTYLE MONITOR: INDIA





#### **SHOPPING TRENDS**



88%

Feel very/somewhat optimistic about their financial situation

#### **Top Retailers Shopped for Clothing**



96% Online only



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



64% Department Store (In-Store)



Prefer trying on in-store



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Prefer browsing online

#### **Top Sources of Inspiration**



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



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









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#### **COTTON PREFERENCE**



# \*\*\*\*

80%

Are willing to pay more >>>> for cotton

#### **Reasons Willing to Pay More for Cotton**





#### **Top Preferred Materials**



44% Cotton



26%
Denim /
Jeanswear



19% Cotton blends



90% Prefer cotton, cotton blends or denim



#### **Sustainability Importance**

Only purchase sustainable clothing

Sustainability is a nice to have

I don't care if clothing is sustainable

I don't know how to tell if clothing is sustainable



41%

3%

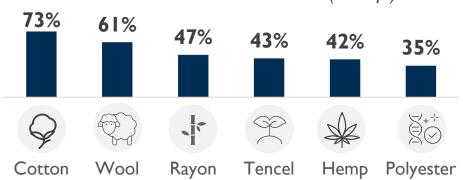
3%

## **Concerned about Environmental Change**





#### **Safe for the Environment** (% Safe)



CHINA · COLOMBIA · GERMANY · INDIA · INDONESIA · ITALY · JAPAN · MEXICO · THAILAND · TURKEY · VIETNAM · UK · US

Source: Cotton Council International and Cotton Incorporated's Global Monitor Survey, a biennial consumer research study.

© 2024 COTTON COUNCIL INTERNATIONAL AND COTTON INCORPORATED'S GLOBAL LIFESTYLE MONITOR SURVEY

In the 2023 survey approximately 13,000 consumers (1,000 consumers in each of 13 countries) were surveyed.